

MEDIA ADVISORY --- FOR IMMEDIATE RELEASE

WESTMOUNT Y MASTERS SWIMMERS GO THE DISTANCE FOR HAITI

<Keywords: Haiti earthquake fundraiser, swim team, community event, adult fitness, YMCA>

Support the Provincial Champions, Westmount Y Masters Swim Team as they challenge themselves in an effort to inspire the community into action to help the Haitian people following the earthquake. Swimmers are collecting pledges to encourage them to **Go the Distance for Haiti** January 26 and 27, raising funds for the **Canadian Red Cross (Quebec Division, allocation: Haiti Earthquake.)**

In a single training session, each team member will swim the longest race distance for each of the competitive masters events (events listed below*.) Note: this is no easy task, and will push some team members as they have never been pushed before.

WHO: Westmount Y Masters Swim Team

WHAT: GO THE DISTANCE FOR HAITI – A SWIM CHALLENGE

Collecting pledges for the Canadian Red Cross, Quebec Division (Haiti Earthquake)

WHEN: Each of 3 time slots will be attended by 20-25 swimmers

1. Tuesday, January 26, 2010 at 7:30 – 8:45 pm
2. Wednesday, January 27, 2010 at 6:20 - 7:35 am
3. Wednesday January 27, 2010 at 8:15 – 9:30 am

WHERE:

Westmount Y Center (YMCAs of Quebec)
4585 Sherbrooke St West
Westmount, QC, H3Z 1E9

MEDIA CONTACT

Robyn Ouimet

Head Coach

Westmount Y Masters

robyn@silacreations.com

Tel 514-225-5460

Team website <http://www.westmountymcaswimclub.qc.ca/masters/>

About the Westmount Y Masters Swim Team

An adult team of approximately 100 competitive and recreational swimmers who train at the Westmount Y with experienced coaches. Masters Swimming offers technique- and performance-based training in a group environment to swimmers above age 18.

Reigning Quebec champions, they beat 37 other Masters Swim teams in 2009 and will defend their title in Quebec City in April 2010.

***Events: 2500m broken down as:**

1500m freestyle, 400m IM, 200m butterfly, 200m backstroke, 200m breaststroke.

