

MARATHON SWIMS

Marathon Swims 2019 set to welcome record numbers

Summary: Launch of Marathon Swims 2019 event @ London Aquatics Centre, Queen Elizabeth Olympic Park, London

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Video: <https://www.youtube.com/watch?v=cWHmQWsVEWw&t=8s>

Embargoed until: 6am Wednesday 28 November 2019

Marathon Swims, the “London Marathon” of swimming, has launched its 2019 event today. Swimming’s own marathon returns (9 and 10 November 2019) to the iconic London Aquatics Centre, home of swimming during the London 2012 Olympic and Paralympic Games.

Marathon Swims sold out in its first two years, and organisers expect it to do so again in record time. The event is expanding to enable more participants to take on the blue-ribbon event, the Marathon 10k.

The 10k swimming marathon is a popular open water challenge and has been an Olympic medal event since Beijing 2008. The team behind Marathon Swims reinvented the swimming marathon to be a pool-based 10k, 5k and 1k event. The result is a stand-out challenge and premium event experience.

The innovative Marathon Swims format delivers instant, reliable RFID chip-timed results. The dynamic scoreboard and poolside screens show leader changes, numbers of laps and record times as they happen. The result is a highly engaging event for both participants and spectators in a stunning venue.

“We have been delighted at the response and interest in Marathon Swims. To engage such great partners and to sell out in our first two years proved to us that swimming as a sport has great potential for growth and development. We set out to create an experience and challenge like no other in the pool. We wanted to deliver the same sense of occasion and challenge as the London Marathon delivers for runners. We’re excited about where we can take this innovative swimming concept.” stated Marathon Swims founder, Diccon Loy.

Founding event partners Better have renewed their partnership, along with partners; swimming holiday provider SwimQuest, Outdoor Swimmer Magazine and coaching company Swim for Tri.

Entries to [Marathon Swims 2019](#): London are now open.

More information: info@marathonswims.com @MarathonSwims

Notes to Editors:

About Marathon Swims:

Marathon Swims is a series of swimming challenge events in the world's most iconic swimming arenas. The first event in the series was the London event, Saturday 11 November 2017, followed by a two-day event in 2018. The event next year will be Saturday 9 and Sunday 10 November 2019. Further venues in the series are in discussion.

About the London Aquatic Centre:

London Aquatics Centre is situated in Queen Elizabeth Olympic Park, Stratford, London. Part of the legacy of the London 2012 Olympic and Paralympic venues, was that they opened after the Games to be vibrant, well-used spaces for the local community. The London Aquatics Centre opened to the public on 1st March 2014 and has since welcomed over 2million visitors. The world-class facilities, including two 50 meter pools, 25 metre diving pool and diving facilities, are open for the public to use, as is our state-of-the-art gym and fitness facility. Every week, more than 3,500 children and adults learn to swim with us and more than 600 people learn to dive.

About Better:

GLL (Better) was founded in 1993 as a charitable social enterprise with seven leisure centres in Greenwich. In 1996 the social enterprise started expanding outside of the London Borough of Greenwich and now runs all kinds of community services and spaces across the UK. Now renamed Better, over 250 public sport and leisure centres and 57 libraries are managed in partnership with more than 30 local councils, public agencies and sporting organisations. Membership to the organisations' centres has increased to over 650,000 with 40 million visitors a year.

About Participation Sport Ltd.:

Participation Sport Ltd. is the company behind Marathon Swims. The Participation Sport team have over 15 years' experience in delivering world class mass participation sports events.

Marathon Swims Images Available:

Further high resolution Marathon Swims images are available on request – info@marathonswims.com

