



The [2019 SmartyPants Vitamins USMS Winter Fitness Challenge!](#)

We're very excited about the [2020 SmartyPants USMS Fitness Series](#), and we hope you are too. We'll kick off the year with the Winter Fitness Challenge (Feb. 15-29) followed by the Summer Fitness Challenge July 15-31 and Fall Fitness Challenge Nov. 15-30.

These challenges provide a great moment for team building. It's all about the camaraderie. You'll also be supporting an outstanding cause, because net proceeds benefit the [USMS](#)

[Swimming Saves Lives Foundation](#), which provides grants to Adult Learn-to-Swim programs across the country. This is the ultimate swim win-win!

This is also a chance to engage potential new members. Fitness swimmers are the biggest untapped market that can help you add to your program. Call on them, extend an invitation, and ask your members to engage their network to make it a true, strong, fun, welcoming event.

Within your club, it's always a great idea to focus on individual and group achievement, rather than a competition for the fastest time or most distance. The SmartyPants Vitamins USMS Fitness Series embodies fun, fitness, and friendship. There are no competitive rules, so have fun with it. It's inclusive of everybody on your club.

Here are some ways you can get involved:

- Put on the challenge during a scheduled practice (it can be the whole practice or just a part of it) and add a social event after the practice. Who doesn't love a good post-workout snack?!
- Build relays with swimmers who don't normally swim together.
- Challenge another Masters program to see which club has the highest percentage of participation. Call that club out on social media. Hold each other accountable in a fun way where all your swimmers can participate.
- Celebrate the accomplishments with recognition or fun awards (most improved, most inspiring, most equipment worn, etc.).

Remember these important details as you prepare:

- **Official Name to Use/Reference:** 2020 SmartyPants Vitamins USMS Winter Fitness Challenge
- **Benefits:** USMS Swimming Saves Lives Foundation
- **Hashtags:** #WinterChallenge #30MinuteSwim #USMSFitnessSeries
- **Event Timeframe:** Feb. 15-29
- **Member Registration Price:**
 - Dec. 1 – Jan. 31: \$10 (WFC only), \$25 (bundle)
 - Feb. 1-29: \$12 (WFC only), \$30 (bundle)
 - Bundle is only available to members and includes WFC, SFC, and FFC
- **Nonmember Registration Price:**
 - Dec. 1 – Jan. 31: \$15
 - Feb. 1-29: \$17

Swimmers can wear any equipment they want during the swim. The goal is to get people motivated to train for it and to complete the challenge with their teammates, keeping things fun and flexible. There is nothing better than when your whole team gets on board. **So, let's kick off the year with a fun swim!** Holding a Fitness Series challenge is easy, and we'd really appreciate it if you would hold one with your team in 2020.

Encourage your swimmers to join the [SmartyPants Vitamins USMS Fitness Series Facebook group](#) and to post their training pics, videos, Boomerangs, and more leading up to the challenge. Then, during the challenge, show off your club spirit and lead the way posting and tagging us with all of your fun!

Tag USMS account on each platform:

Facebook: [@USMastersSwimmingFanPage](#)

Twitter: [@mastersswimming](#)

Instagram: [@mastersswimming](#)

We have [created images for you to post](#) and provided sample copy below to make communicating your efforts for the Fall Fitness Challenge easier on social media.

Sample copy: (Feel free to use as-is or make it your own)

Facebook –

It's only cold this winter if you are standing still -- so don't do that! Instead, join our club as we tackle the 2020 SmartyPants Vitamins U.S. Masters Swimming Winter Fitness Challenge. It's a 30-minute swim that takes place between February 15-29. We'll be holding our swim challenge on **<insert date and time>** at **<insert location>**. We'll be having a lot of fun with this one, which is why we want you to grab your friends and bring them along too. Be sure to register first at usms.org/wfc

Remember, your participation also helps other adults learn how to swim. Net proceeds benefit the USMS Swimming Saves Lives Foundation, which provides grants to Adult Learn-to-Swim programs across the country every year.

Twitter – Kick off the year with our club as we tackle the 2020 SmartyPants Vitamins U.S. Masters Swimming Winter Fitness Challenge. It's a 1-mile swim we are holding on **<insert date and time>** at **<insert location>**. Register here: usms.org/wfc #WinterChallenge #30MinuteSwim #USMSFitnessSeries

Instagram – Kick off the year with our club as we tackle the 2020 SmartyPants Vitamins U.S. Masters Swimming Winter Fitness Challenge. It's a 30-minute swim that takes place between February 15-29. We'll be holding our swim challenge on **<insert date and time>** at **<insert location>**. We'll be having a lot of fun with this one, which is why we want you to grab your friends and bring them along too. Make sure everyone registers first with the new link we've put in the profile. <profile link: usms.org/wfc>

Remember, your participation also helps other adults learn how to swim. Net proceeds benefit the USMS Swimming Saves Lives Foundation, which provides grants to Adult Learn-to-Swim programs across the country every year.

#WinterChallenge #30MinuteSwim #USMSFitnessSeries