

Why is swimming so popular?

1. ***It can be taught*** from an early age and still enjoyed into the golden years.
2. ***Swimming is a life skill.*** . Swimming is simple. Most people learn how to swim as children. Swimming is like riding a bike in that once you know how to do it, you never forget. You get in the pool and swim. The simplicity of this is greatly appealing.
3. ***It helps toddlers*** and children develop their water awareness survival skills by learning to float, learning to tread water and breath in water.
4. ***Swimming develops key muscle*** & motor skills from 6 weeks old.
5. ***Swimming is available*** all year, whatever the weather.
6. ***Swimming helps build self esteem***, aids concentration.
7. ***No need for expensive*** sports wear or equipment. Just costume and goggles.
8. ***Swimming exercises all*** of a swimmers main muscle groups. A swimmer will experience a greater overall benefit during a single session of swimming than any other sport and provides the benefits of a full cardiovascular aerobic workout.
9. ***Swimming is a low cost activity.***
10. ***Swimming well is essential*** for many water sports: surfing, sailing, snorkeling, SCUBA diving, canoeing, water skiing, kite surfing, diving for example.
12. ***Swimming builds strength*** because water affords twelve times the resistance of air, and it does so in every direction.
13. ***Swimming builds endurance*** and muscle strength.

14. ***Swimming is fun.*** Can you think of any time you finished a swim and didn't feel better? If your child wants to stop swimming- check with them straight after their lesson and see if they feel the same.
15. ***Swimming is a great cross trainer.*** Endurance built in the pool will provide stamina for every other sport. It doesn't work the other way around.
16. ***Swimming is refreshing, invigorating and satisfying.***
17. ***There is no end point.*** In swimming you can always improve, swimming further, faster or with better technique.
18. ***Swimming is cool.*** The water constantly helps to keep your body temperature down through the process of conduction; making it possible to exercise for a longer period of time. Swimming is refreshing and invigorating even in hot weather.
19. ***Swimming improves flexibility.***
20. ***Swimming improves circulation,*** weight loss and muscle tone.
21. ***Swimming is very low impact*** - ideal for both younger and older swimmers. It is gentle enough on the joints, ligaments and bones to be safe for everyone, even people with severe arthritis.
22. ***Swimming is adaptable.*** With swimming you can do what you can when you can. Your choice of stroke, speed, length and distance.
23. ***Swimming is captivating.*** Once you start swimming lengths, you are totally focused on what you are doing. You can tune out the rest of the world, and for the small amount of time that you are swimming, you don't have to answer to anyone or be responsible for anything. Swimming in the sea is even better, memorable.
24. ***Swimming has all the benefits of strength training,*** cardio and resistance all in one workout.
25. ***Swimming is sociable.***
26. ***Swimming is a family activity.***

27. ***Swimming is ageless.***

28. ***Swimming is a natural anti depressant and anxiety reliever.***

Swimming aids sleeplessness and alleviates depression. Swimming is a mood enhancer because of the endorphins that are released during a vigorous workout.

29. ***Swimming makes a family holiday.*** If you know the children are safe in the water, a pool a beach is all you need for a successful family holiday.

30. ***Swimming is a great leveler.*** Children, adults who do not excel in sports often make the best swimmers.