

Annex C

FINA Press Releases

Chapter 3.3
Media relations and
operations

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Case 1

Press release – July 26, 2010

Sweden is ready for a fantastic Masters celebration

After San Francisco (USA) in 2006 and Perth (AUS) in 2008, it is now the turn of the cities of Gothenburg, Boras and Molndal (SWE) to host the Federation's biggest aquatics celebration in terms of participation, the FINA World Masters Championships, the 13th edition of which kicks off July 27 and concludes August 7, 2010.

Since 1990, Masters Athletes aged 25 to more than 90 years old come from every continent to compete in FINA's five aquatics disciplines – swimming, diving, water polo, synchronised swimming and open water swimming –, promoting fitness, friendships and competition spirit, whether they have a former elite background or merely a genuine passion for the sport.

This year, 6,600 participants from 74 countries have answered the call of the Master movement, the majority of which will compete in swimming (about 5,000).

The venues are mainly located in Gothenburg, Sweden's second biggest city, and Boras, 60 kilometers away. The championship begins with individual diving on July 27 at the Valhalla Swimming Arena, while the synchronised events will be held at the Rosenlunds Swimming Arena (Jonkoping). Water polo games will take place from July 28 at the Swimming Arena (Boras). Swimmers will enter their races on July 31 at the Valhalla and Lundby Swimming Arenas (Gothenburg). Synchro swimmers will make the show from August 2 at the Aby Swimming Arena (Gothenburg and Molndal) while open water swims will be held in the Lake Delsjon, near Gothenburg, on the closing day, August 7.

Case 2

Press release – January 4, 2010

FINA and EBU extend partnership until 2013

FINA and the European Broadcasting Union (EBU) are pleased to announce the extension of their longstanding partnership for the distribution of the European media rights until 2013. The agreement includes the 2011 and 2013 FINA World Championships in addition to the 2010 and 2012 FINA World Swimming Championships (25m).

Following the success of the last FINA World Championships in Rome, swimming will continue to be shown widely in Europe by public service broadcasters. The deal covers 62 EBU territories guaranteeing swimming and the aquatics sports maximum exposure not only on free-to-air television but also on Internet, mobile platforms and radio.

FINA President Dr. Julio C. Maglione highlighted the importance of this partnership: “After years of fruitful co-operation and still with a vivid memory of the outstanding figures achieved at the 2009 FINA World Championships in Rome (ITA), we are very pleased to renew this agreement with EBU. I am sure that the upcoming editions of our major competition will once more enchant many millions of TV viewers in the European territories covered by EBU, thus enhancing the value and image of our aquatics sports.”

EBU Director-General Jean Réveillon expressed satisfaction of the outcome of the discussions: “We are pleased to have been chosen by FINA to be their exclusive European partner across all media for the World Championships and to continue to broadcast swimming widely. The Swimming World Championships are one of the most exciting and popular sports events, and guarantee good ratings for European public broadcasters.”

For the first time in the history of the FINA World Championships, the cumulative TV audience in Europe for the latest edition of the competition, from July 17-August 2, 2009 in Rome (ITA) reached almost 1.5 billion viewers.

Case 3

Press Release – July 16, 2010

6th FINA World OWS Championships 2010 edition brings the best in Roberval (CAN)

The city of Roberval (Québec, CAN) will welcome from July 17-22, 2010 the 6th edition of the FINA World Open Water Swimming Championships, with events of 5km, 10km and 25km, for both men and women. Roberval and its Lac St-Jean have a great tradition in this discipline hosting annual races included in the FINA series of the 10km Marathon Swimming World Cup and Open Water Swimming Grand Prix.

After Honolulu (USA) 2000, Sharm El Sheikh (EGY) 2002, Dubai (UAE) 2004, Naples (ITA) 2006 and Seville (ESP) 2008, this sixth edition will mark the end of these championships as such. The inclusion of the discipline (10km event, for men and women) in the Olympic programme and the FINA desire to enhance the development in the junior age group led to the creation of a FINA World Junior Open Water Swimming Championships, starting in 2012. The “open” competition will from now be limited to the Olympic Games and FINA World Championships (with the remaining aquatics disciplines).

Many confirmed stars and revelations for the future will be present in Roberval. In the 5km event, the man to beat is certainly Thomas Lurz (GER), the 2009 world champion in this distance (and in the 10km). But Allan do Carmo (BRA), Spyridon Gianniotis (GRE, second in Rome 2009), Chad Ho (RSA, third at the World Championships), the Russian experienced duet formed by Evgeny Drattsev and Daniil Serebrennikov, and Americans Francis Crippen and Chip Peterson will surely be strong challengers to Lurz’s supremacy. The situation is quite similar in the 10km, but in this race the field is still more balanced if we add Bulgaria’s Petar Stoychev or Italy’s Valerio Cleri. In the longer distance (25km), many new names appear on the start list, but the presence of Stoychev, Damian Blaum (ARG), Bertrand Venturi (FRA) or Rostislav Vitek (CZE) should assure an interesting race.

Among women, Brazil's Ana Marcela Cunha and Poliana Okimoto are strong cards in the 5km and 10km, as well as Great Britain's Keri-Anne Payne and Cassandra Patten (respectively silver and bronze medallist at the 2008 Olympics). Other potential medallists include Ekaterina Seliverstova (RUS, 5km and 10km), Jana Pecharova (CZE, also in the two shorter races), Melissa Gorman (AUS, 10km), Angela Maurer (GER, 10km), Martina Grimaldi (ITA, 10km) and Larisa Ilchenko (RUS, 10km). In the 25km event, Italians Grimaldi and Federica Vitale, as well as Russians Anna Uvarova and Ksenia Popova seem in better position for the leading places.

COMPETITION SCHEDULE

Saturday, July 17: 10km Women

Sunday, July 18: 10km Men

Tuesday, July 20: 5km Men and Women

Thursday, July 22: 25km Men and Women