

Greetings Synchro Family!

If you were at Convention last fall you may remember hearing about Synchro de Mayo. Since then, the marketing committee has been working hard on this concept and we wanted to share more information with you so that you can begin planning. We hope you are as excited as we are to get things underway! See below for more details.

### **What is it?**

National Synchronized Swimming Week! Where all are invited to learn about, experience, and/or try synchronized swimming. Local events across the country will be held to promote the sport and can include shows, free clinics, fun competitions, makeup and/or Knox applications, pictures with top athletes, viewing parties of past competitions, craft table where kids can design their own suits, and the list goes on and on.

A great example of a similar event is National Dance Day, which has close ties to the popular hit television show "So You Think You Can Dance". Clubs or associations across the country will host individual, easy-to-execute events that ladder up to one larger national event. The main goal is to garner a significant amount of exposure for the sport while creating a spike in trial.

### **How do I get involved?**

Host or participate in an event in your area, spread the word to your community to attract as many new people as possible, and get as many attendees as possible in the water and trying synchro. We'll be helping you all along the way by providing ideas for activities, templates for crafting your communication and perhaps a simple routine to teach. Plus, through the official Synchro de Mayo facebook page, you'll be able to share ideas and ask questions of others to make your events the best they can be. Have a meet scheduled that day? Great! Then schedule a short session at the end for a free trial and let kids get their makeup done by the athletes!

Every local group will shape their event to their liking, but the ultimate goal is for all the grass roots events to be visible at a broader national level. In order for this to happen we will need you to share back pictures, upload video, and any other information from the day on the Synchro de Mayo facebook page. If you aren't a computer whiz don't worry! We will provide an easy way for you to upload your content and instructions on how to do so.

### **When is it?**

Ideally Saturday, May 5th. However the week for Synchro de Mayo events will be May 1st through May 6th. It's coming up fast so get excited and let's start planning! Like Synchro de Mayo on facebook at <http://www.facebook.com/SynchroDeMayo> and share the page with your friends.

If you have any questions please do not hesitate to contact a member of the marketing committee, Anna Eng ([annaeng2@gmail.com](mailto:annaeng2@gmail.com)), or Traci Lunsford ([deicart@msn.com](mailto:deicart@msn.com)).

Thank you!

Anna Eng  
Marketing Committee Chair