

18 October 2007

## Media Release

For immediate release



# Weet-Bix Tryathlon highlights low level of swimming ability

One of the world's biggest sporting events for kids, the 2008 Weet-Bix Tryathlon was launched yesterday in Auckland with the official opening ceremony. This year is the 16<sup>th</sup> anniversary of the ever increasing popular sporting event which has to date seen over 150,000 kids participating.

A first for the event is the involvement of Water Safety New Zealand (WSNZ) through their **Swim For Life** Campaign.

Hayley Findlay, Assistant Product Manager – Weet-Bix. “Swimming is obviously a core component of the Weet-Bix Tryathlon but is also the area that our competitors struggle with most. We want to facilitate kids being able to compete safely and this has led to led with WSNZ and the Swim For Life campaign.”

The purpose of the Swim For Life campaign is that every New Zealand child by the age of 12 will be able to swim 200m confidently and competently.

Matt Claridge, General Manager WSNZ is delighted that the two organisations are working together.

“The ability to swim has obvious benefits from a water safety perspective but is also proven to increase self-esteem among children and opens the door to a broad range of aquatic based activities and pursuits that can be enjoyed including the Weet-Bix Tryathlon.”

Claridge continues. “Unfortunately, our research shows that less than 25% of our 12 year olds are able to swim 200m, the Weet-Bix Tryathlon team have first hand knowledge of the level of swimming ability among New Zealand children, they to recognise that the current position is indeed a poor reflection on all things kiwi and want to help improve the situation.”

A number of targeted initiatives both organisations are being developed with the aim of increasing awareness of how important the ability to swim and its relevance for all New Zealanders. In the meantime both WSNZ and WEET-BIX are encouraging kids to give it a go at one of the 11 Tryathlon events scheduled for the 2008 series.

...Ends...



Water Safety New Zealand, PO Box 10126, The Terrace, Wellington 6143

Phone: +64 - 4 - 801-9600

Phone: +64 - 4 - 801-9600

Phone: +64 - 4 - 801-9600

Phone: +64 - 4 - 801-9600

**For more information or interview contact**

Matt Claridge, General Manager

Phone: (04) 801 9600

Cell: (027) 478 1836

Email: [matt@watersafety.org.nz](mailto:matt@watersafety.org.nz)

Weet-Bix

Hayley Findlay, Asst Product Manager

Cell: (021) 446 676

Web: [www.tryathlon.weetbix.co.nz](http://www.tryathlon.weetbix.co.nz)

