

# 2016 Western Zone Age Group Championships

## Meet Messaging & Objectives



Because of the Olympic Connection: Utah's Olympic legacy and the Rio Olympics occurring at the same time as the meet, planners envision more than just another swim meet.

Three key themes **Passion, Connectivity, and Legacy** establish the foundation of the experience we hope, with your help, to create. First, host a fun, high-level competitive event where the passion athletes and volunteers alike have for the sport is expressed. Our meet motto is **Swim Your Passion**. Second, leverage the concept of "connectivity" in bringing a swimming community together to build new friendships and catch the Olympic Spirit. Third, leave a legacy by making this one of the most fun and memorable events in everyone's swimming career no matter how large or small a part they play.

### **Release The Raptor**

The Swim Your Passion meet motto, has become best expressed through the picture of our beloved mascot Rocky exploding off the blocks and the words, "Release the Raptor." This expression symbolizes what we hope each athlete feels as their years of hard work, training, passion for the sport and drive come together at this meet.



### **Connection**

A unique Opening Ceremonies, where athletes can feel connected to not only their recently formed all-star type teams, but also to their USA Swimming teammates competing in Rio is planned. "The Hub" will also provide an informal gathering place for all athletes throughout the meet. The large tented area in the Athlete Village will include carpet, couches, bleachers and 3 large screen TV's showing the Rio Olympics, their live meet, and meet scoreboard so events won't be missed.

### **Lasting Legacy**

Included among the lasting legacies sought is:

- Benefit to participating athletes: Increased capacity to "achieve excellence in the sport of swimming and in life" (USA Swimming Vision Statement)

The meet Gratitude Campaign is about encouraging athletes to practice this valuable life skill by thanking volunteers, and others, at least 3 times each session. It is hoped this practice will become a personal "lasting legacy," one that continues long after the meet is over.

**Gratitude Campaign Objective:** Each athlete thanks 3 people each session of the meet.

### **Gratitude Campaign Guiding Questions:**

- WHO will you thank today?
- HOW will you thank someone today?
- WHY will you thank someone?
- How did your "thank you" make a difference?