



## **MEDIA RELEASE**

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### **Singapore Swimming Association reveals national campaign and new brand identity for national team**

**SINGAPORE, 14 March 2015** – Singapore Swimming Association (SSA) launched the ‘Swim With Us’ campaign and announced a new brand identity for the national team today at Kallang Wave Mall Atrium. ‘Swim With Us’ is an initiative by SSA to rally people behind aquatic sports, at the same time to create a reason and value for people to support the five aquatic disciplines within SSA namely – Diving, Swimming, Synchronised Swimming, Waterpolo and Open Water Swimming.

The campaign was launched by Minister Tan Chuan-Jin, Minister for Manpower and President, Singapore National Olympic Council at the Kallang Wave Mall Atrium.

In line with the launch of the ‘Swim With Us’ campaign, SSA also announced that they will be bringing all their national teams under one identity, The Red Lions.

“Aquatic sports in Singapore has always held a special place in the hearts of Singaporeans. Today, we have aimed to make it even more special for all Singaporeans and supporters of Singapore aquatics,” said Mr Lee Kok Choy, President, SSA.

“Over the last few months, helped by the structures we took over from the previous Exco, we have been able to build and create more value for the sport in Singapore. The future is bright and we want to ensure that we can do our part to bring Singapore Aquatics to new heights.”

The new national team identity is a visual mark that not only encompasses that spirit on a whole or part, but also a symbol that sits on the highest ground and serves as the beacon of all inspiration. Represented by a lion and five stars, the lion symbolises courage, strength and excellence, in line with Singapore’s identity. The five stars represent the 5 different aquatic disciplines within SSA – Diving, Swimming, Synchronised Swimming, Waterpolo and Open Water Swimming.

“There was a deep and detailed stakeholder engagement as we worked on the national brand identity. We took into account feedback from the national athletes and from a wide range of responses. At the end of the engagement, Red Lions was chosen unanimously as the identity for the national team across all disciplines. The Red Lions is an identity which will bind our athletes together, as one Team Aquatics, with the OCBC Aquatic Centre recognized as the Home of the Red Lions,” said Jose Raymond, Vice-President (Finance), SSA.

The SSA also launched a national campaign called ‘Swim With Us’, which seeks to connect current and new aquatic audiences with emotions of key moments in Diving, Swimming, Synchronised Swimming and Waterpolo. The Red Lions are doing their part by training hard and it is only right that we run this initiative to get people behind our athletes.

A 7-year-old girl, Andrea, is doing her homework when she gets distracted by a footage of Singapore’s Golden boy Joseph Schooling competing at the 2013 Southeast Asian Games. Andrea is then taken into the journey as she gets up close with the national athletes during training. The video also shows the different angles of aquatic sports. Feeling inspired, Andrea, jumps into the pool as the last relay swimmer, taking over from national swimmer, Quah Zheng Wen. The campaign, which



includes the tagline #SwimWithUs, will be asking fans across the country to join and share their own moments as well.

“Aquatic sports is much more than just competing at an elite level,” added Oon Jin Teik, secretary-general of the SSA.

“The fact that aquatic sports can mean so many great things to so many is what we want to recognise with this campaign. We hope that fans are able to really connect with us and the sports in new ways like never before,” added Oon.

As part of the ‘Swim With Us’ launch, SSA is redeveloping their website which will provide fans with a wider ranging and engaging content. SSA have also extended their social media outreach with the setting up of an Instagram, Twitter and YouTube account. With the new The Red Lions identity and campaign launch, SSA hopes to become more accessible and interactive with all Singaporeans, and truly engage with everyone who has helped to make Aquatic Sports such a positive sport in Singapore so it can grow further.

SSA will be hosting three international competitions this year – FINA World Juniors (August), FINA World Cup (October) and FINA Diving Grand Prix (October). On top of that, The Red Lions will be looking to make their starting off with their SEA Games campaign in June and followed with The World Championships in Kazan in August.

“This is fantastic. I am someone that always believes in having an identity for the team and today we will begin that chapter as The Red Lions. As we strive to be a World Class team, it is also important that we are united as a team and people will recognise The Red Lions as a force in the swimming world,” said Sergio Lopez, Swimming Head Coach.

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### **‘Swim With Us’ Campaign**

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### **National Team Identity – The Red Lions**

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### **SSA Social Media Platforms**

Like and follow us on our social media platform. Hashtag #SwimWithUs

**Website** - [www.swimming.org.sg](http://www.swimming.org.sg)

**Facebook** - <https://facebook.com/Singapore.Swimming>



**Instagram** - @sg\_swimming

**Twitter** - @sg\_swimming

**YouTube Channel** -

<https://www.youtube.com/channel/UC4WwY23CCh8kpbV4I82o1Ng/feed?filter=2>

### **About Singapore Swimming Association**

Singapore Swimming Association (SSA) was set up in 1939 and is currently the swimming National Sports Association governing swimming, waterpolo, diving, synchronised swimming and open water swimming in Singapore.

### **About Kallang Wave Mall**

Managed by SMRT Alpha, a joint venture between the subsidiaries of SMRT Corporation Ltd and NTUC FairPrice, Kallang Wave Mall is the retail heart of the Singapore Sports Hub. It is a unique mall in Asia integrated with sports, lifestyle and entertainment facilities and is designed for Singaporeans from all walks of life to enjoy an active and healthy lifestyle – to eat, shop and play.

Whether you are a fan of high street fashion, high adrenaline or one who seeks out the best flavours and heart-pumping adventures, there's always something to cheer about at Kallang Wave. From mothers who are superb bakers, to executives who are passionate about biking, Kallang Wave celebrates the everyday hero and dreamer in all of us – those who lead extraordinary double lives. Kallang Wave is the place where everyday heroes and dreamers go beyond their ordinary identities to live and breathe the different passions that make up every side of them.

Housing some of Singapore's favourite homegrown and international brands, Kallang Wave Mall reflects the diverse lifestyle preferences of Singaporeans. Strong anchor tenants include Singapore's first sports-themed hypermart and foodcourt, FairPrice Xtra and Foodfare, fashion icons H&M, Forever 21 and Cotton On, Japanese casual wear designer and retailer UNIQLO, Australian-based retailer of electronics and household goods Harvey Norman.

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