

MEDIA RELEASE
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EPIC SWIM FESTIVAL 2010

Swimming New Zealand, in conjunction with Flight Centre, will launch New Zealand's inaugural Epic Swim Festival at Lake Taupo on 16 and 17 January 2010.

The Epic Swim Festival is a combination of recreational swimming, with children's 100 and 300 metre swims plus a two and five kilometre swim for adults. Ironmen and those serious about open water swimming will compete in the Epic five kilometre swim, which is the longest open water recreational swimming race in the country.

In conjunction with the Epic Swim Festival, Swimming New Zealand will hold its five and 10 kilometre open water championships, where New Zealand's top open water swimmers will compete for the title, as well as selection for international events including the 2012 London Olympics. New Zealand Master's two-and-a-half kilometre Open Water Championships will also be held over the weekend.

Swimming New Zealand chief executive officer Mike Byrne said open water swimming is increasing in popularity both in New Zealand and internationally and the new Epic Swim Festival provides an event that caters for all fitness levels and showcases one of New Zealand's most spectacular destinations, Lake Taupo.

"Swimming New Zealand has been developing its open water swimming programme throughout the country and the Epic Swim is the ideal platform for Kiwis to discover and compete in this popular sport.

"Some of Australia and New Zealand's best swimmers will be competing in the Open Water Championships and it's exciting to combine the selection process with this inaugural event," Mr Byrne said.

Flight Centre's Healthwise Leader ToniLee Luck said Flight Centre New Zealand has a strong emphasis on employee health and fitness and is proud to be supporting and selling packages to this event.

"At Flight Centre, we encourage a range of fun and healthy events for our employees and the Epic Swim is a wonderful opportunity for our people and their families to swim in the beautiful waters of Lake Taupo or to simply enjoy the carnival atmosphere that the festival will provide.

"We're thrilled to be a part of this inaugural event," Mrs Luck said.

More than 1,000 competitors and 1,500 officials and volunteers are expected to descend on Taupo in January for the first event of its kind.

For more information on the Epic Swim Festival or to enter one of the events, visit www.epicswim.co.nz.

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Editor's Notes

Saturday 16 January 2010	
Swim Categories	Age
Mini Epic 100m	5-12 years
Minor Epic 300m	12-16 years
Epic 2km	Open and age group
NZ 10km Open Water Championships*	Open and age group
Epic 5km	Open and age group
Sunday 17 January 2010	
NZ Masters 2.5km Open Water Championships**	
NZ 5km Open Water Championships*	

* All entrants must be a member of a Swimming New Zealand club

** All entrants must be a member of NZ Masters Swimming

About Flight Centre

Flight Centre New Zealand is New Zealand's largest travel agency, with approximately 900 staff in more than 140 retail stores and support businesses nationwide.

The company has won the JRA "Best Places to Work" Large Workplace category award for seven consecutive years.

Healthwise is a division of Flight Centre and is solely dedicated to the company's health and wellness programme that provides products, services and advice to its employees.

Flight Centre Limited globally has almost 13,000 staff in countries including Australia, New Zealand, the United States, Canada, the United Kingdom, South Africa, Hong Kong, India and China

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