



MEDIA RELEASE
February 2023

Speedo's getting behind sick kids this February

[Starlight Children's Foundation](#) (Starlight) along with the world's leading swimwear brand, Speedo, is encouraging all Australians to dive in and swim for a good cause during the fifth annual [Super Swim](#) challenge.

From 1 February through to 28 February 2023, Australia's favourite online swim challenge will aim to raise over \$2 million to brighten the lives of over 50,000 sick kids.

Regardless of age and fitness level, all Australians are welcome to participate in the Super Swim challenge and can do this at a location of their choice – their pool, the beach, a lake, or local swim centre.

The challenge is proudly supported by Super Swim partner Speedo and for the month of February, courtesy of their Aquatic Centre partners, Speedo is offering all Super Swim participants free access to [23 pools across the country](#).

Participants will raise funds to support Starlight's vital hospital services including [Captain Starlight](#) and [Starlight Express Rooms](#) nationally and its community [Wishgranting](#) program.

Super Swim is passionately championed by a cohort of Speedo's most elite Olympic, Paralympic and Commonwealth medalists – Ariarne Titmus, Zac Stubblety-Cooke, Mack Horton, Kaylee Mckeown, Will Martin, Cody Simpson and Elijah Winnington who are currently the highest fundraising Super Swim team.

James Hickman from Speedo said "We're delighted to be able to support Starlight's Super Swim Challenge. Giving Australians free access to some local swimming pools, means even those who don't live by a beach or have a pool at home can participate and help raise vital funds to bring happiness to sick kids."

Starlight Ambassador Brooke Hanson OAM said "Starlight has a special place in my heart as it's supported my family during some extremely tough days in hospital,"

"Whether it's just a hand on your shoulder to say, 'it's okay' or having a cup of tea in the Starlight Express Room, it really does make a difference and I've witnessed it firsthand."

"So, this February I encourage you to grab your Speedos and join me for this year's Super Swim. Together we can make a difference for sick kids and their families."

Starlight CEO Louise Baxter said: "Being seriously ill shouldn't mean missing out on the joy of childhood. Especially when evidence shows happiness makes a difference to a child's ability to cope and their long-term health outcomes. Starlight has been there for sick kids when they need it most and there are no fewer sick kids who need the fun, joy and laughter Starlight brings."



"Raising funds to support Starlight through Super Swim is a win, win. It's a fantastic opportunity to get active, look after your own health, boost your mood and enjoy Australia's beautiful beaches, pools and waterways, while supporting sick kids at the same time."

Super Swim participants will join a fundraising community of thousands as they attempt to beat their personal swimming goals and replicate the success of last year's event, which raised over \$2 million for Starlight.

Those taking part can track the distance they've swum, either manually or via fitness app Strava, encouraging friends and family to show their support and donate for every kilometre or lap swum to help them reach their fundraising goal.

Participants will be continuously supported throughout the challenge with fundraising and training tips and will be rewarded for their fundraising efforts with branded merchandise and other prize incentives.

Registrations will be open throughout February, with participants able to complete their swim challenge anytime throughout the February 1 - 28 timeframe.

Simply set up a free profile, start fundraising and go the distance - the bigger the splash, the bigger the impact.

Be a Super Swim Hero for sick kids and sign up today, visit: www.superswim.org.au or donate to the Speedo team [here](#).

** Speedo Pool Partner free swim aquatic centre locations listed on superswim.org.au/free-speedo-swim-pass - QLD Acacia Ridge, Caloundra, Canungra, Centenary, Colmslie, Hibiscus, Jindalee, Kawana, Kingston, Logan West, Miami, North Lakes, Parkinson, Runcorn, Spring Hill, Tamborine, Valley Pool, TAS - Launceston Aquatic Centre, Doone Kennedy Hobart Aquatic; VIC - Kilsyth Centenary Pool; SA - Largs Bay Aquatic, Seaton.*

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About Speedo®

The world's leading swimwear brand, Speedo® is passionate about life in and around the water. From learn to swim through to swimming for fitness our mission is to inspire people to swim, and we aim to do that by encouraging healthy activity of swimming. Born in 1928 on and around Bondi, Speedo has natural affinities with the beach and the pool. We have swimwear and equipment for people of all ages to do all sorts of water activities. We create revolutionary new technologies, designs and innovations, and support swimming from grass-roots through to the elite level. Speedo® is owned by Speedo Holdings B.V and distributed in over 170 countries around the world. To find out more visit: www.speedo.com.au