



LANE LINES



2025 Events

With the new year right around the corner, check out the USA Swimming events calendar to see what competitive and non-competitive opportunities are coming your way in 2025.

[EVENTS](#)

U.S. Dominates 2024 World Aquatics Championships (25m)

The U.S. posted a historic showing earlier this month at the 2024 World Aquatics Championships (25m) in Budapest, Hungary,



winning 39 medals and setting an astonishing 21 world records. Check out [@USASwimming on Instagram](#) to see who showed out on the international stage.



New Coaching Network Webinars on USA Swimming University

We recently added three new Coaching Network courses to USA Swimming University, with ten free Coaching Network courses now available.

[READ MORE](#)



It's Not Too Late to Give!

As we close 2024 and the excitement of an Olympic year, we want to extend a sincere thank you to those who have already supported the USA Swimming Foundation's mission of Saving Lives, Building Champions, and Impacting Communities.

It is not too late to give back to the sport! [Click here](#) to make your tax-deductible donation before the 2024 calendar flips over.



Put Your #GogglesOn

Our #GogglesOn campaign offers a variety of free assets to help showcase your swimmers and club. You can download new social media graphic templates and customize them by following the steps in [this instructional video](#). Be sure to tag @usaswimming and use #GogglesOn in the caption so we can interact with your post

[Click here](#) to watch the latest Goggles On video with Olympian Regan Smith, and click below to browse free marketing assets available to you.

EXPLORE MORE ASSETS



USA Swimming Network

From fun lifestyle content to 40 years of race footage in the Michael McCaffery Swim Archive, the USA Swimming Network has all the swimming content you need.

Download the app on your [Connected TV device today](#) to watch dozens of content debuts over the holiday season.



New Kick Set Podcast

Shortly before she set 11 world records in Budapest, Gretchen Walsh joined Kick Set podcast to talk about her 2024 season and outlook going into 2025.

[Watch on YouTube](#) or listen on [Apple Podcasts](#), [Spotify](#), or wherever you get your podcasts.

USADA Reminder

Interested in a food-first approach to fueling for sport?

Download USADA's Nutrition Guide for dietary intake recommendations from registered dietitians [here](#).

News & Virtual Offerings

News

- [USA Swimming 2024 Holiday Gift Guide](#)
- [Olympic Legend Dara Torres Gives Back to Sport Through Donor-Athlete Partnership Program](#)
- [How to Properly Fuel During Training](#)

Marketing Toolkit Featured Items

USA Swimming's [Marketing Toolkit](#) features a library of downloadable and customizable assets that can be used to showcase your club and swimmer(s) to your community. Check out some of the FREE items and tools that you can use throughout the season:

- Lawn Signs
 - [Swimmer Lives Here - Light Blue](#)
 - [Swimmer Lives Here - Navy](#)
 - [Meet Happening - Light Blue](#)
 - [Meet Happening - Navy](#)
 - [Instructions](#)
 - [Example](#)

Educational Offerings

Safe Sport Trainings

- Parents: January 15 | 8 p.m. ET | [Register](#)
- Athletes: January 16 | 8 p.m. ET | [Register](#)
- Coaches: January 17 | 3 p.m. ET | [Register](#)
- 10 & Under Coaching Network
 - Topic: Games and Creative Sets
 - January 15 | 1 p.m. ET | [Register](#)

[Click here](#) to view all upcoming webinars and past webinar recordings.

From Our Partners



Cirkul

We know you're a fan of water, but hydrating with Cirkul is a stroke of genius. Taste victory with every sip of 100+ flavors with no sugar and zero calories!



OneAmerica Financial

Practice. Preparation. Pace. Reaching any goal is possible with vision and support. For more than 145 years the companies of OneAmerica Financial have been supporting individuals, families and businesses as they pursue their lifestyle goals and dreams. [Click here](#) to learn more.

USANA

More professional and Olympic athletes trust USANA than any other nutritional supplement in the world. Backed by a team of leading nutritional scientists and researchers, USANA products are globally recognized for their quality,



purity, and effectiveness.

Swimming World Magazine



Stay up to date with the latest swimming news by downloading the [Swimming World App](#). This app highlights all the recent events in the swimming community and offers news alerts, sharing features, and more.



Hyperice

Save up to \$200 on the ultimate gift of recovery. Show them you care this holiday season with gifts that help them feel their best for years to come. Save big on the Official Recovery Technology Partner of USA Swimming designed to relieve tension, unlock sore muscles, and prime your body to be at its best.



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