



## LANE LINES



### 2025 Events Calendar

The 2024-2025 swim season is here!

[Click here](#) to see a list of dates for USA Swimming's upcoming national competitions.

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## Put Your #GogglesOn!

The start of the school year is also the start of the new swim season.

Check out our #GogglesOn homepage to download free, customizable assets that promote your club and swimmer(s) to your community. Post special moments or swim stories to your social media channels and use the #GogglesOn hashtag to show why our sport is the best. Posts with the #GogglesOn hashtag have a chance to be featured on USA Swimming's social media channels!

Click below to browse free marketing assets available to you.

EXPLORE MORE ASSETS



## Junior Pan Pacs

The 2024 Junior Pan Pacific Championships recently wrapped up in Canberra, Australia. Check out [@usaswimmingnextgen on Instagram](#) to see who contributed to the 44 medals the U.S. brought home, and read more about the competition below.

[READ MORE](#)



## New Coaching Network Webinars

There are five [additional Coaching Network Webinars](#) uploaded to USA Swimming University.

Check out upcoming and previously-recorded webinars [here](#), and explore more courses through the link below.

[USA SWIMMING UNIVERSITY](#)



## Keeping Kids Safer in Sports

August 8 was *Safer in Sports Day*. See what resources are available to you through USA Swimming's Safe Sport Program below.

[RESOURCES](#)



## Kick Set Podcast with Chris Plumb

Chris Plumb, 2024 U.S. Olympic Swim Team assistant coach and head coach of Carmel Swim Club, joined the Kick Set podcast to discuss his time in Paris, coaching tips, and more.

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

## USADA Reminder

Checking medications is easy to do at home or on the go with [Global DRO](#).

[Click here](#) to learn more about searching the prohibited status of medications and active ingredients.

## Upcoming Events

- [Western Zone Open Water Championships](#)
  - September 28 | Coronado, Calif. | Open Water
- [Golden Goggle Awards](#)
  - November 23 | Indianapolis, Ind. | Non-competitive Event
  - [Tickets](#)
- [Toyota U.S. Open](#)
  - December 4-7 | Greensboro, N.C. | SCY
- [Speedo Winter Junior Championships](#)
  - December 11-14 | Multi-Site | SCY

Head to [usaswimming.org/events](https://usaswimming.org/events) to see the full slate of both competitive and non-competitive events coming up.

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## News & Virtual Offerings

### News

- [7 Things You Didn't Know About Building Your Core](#)

[Download the USA Swimming Network](#) on your phone or Connected TV device for more swimming content.

### 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 that you can use throughout the season:

- [Locker Magnet](#)
  - Download the PDF
  - Open using Adobe Acrobat or a similar software
  - Customize by adding your team logo, the athlete name, and which meet they are competing at
  - Print at a local printing shop
  - Display on school or gym lockers, refrigerators, or wherever you'd like
- [Interactive Bingo Card](#)
  - Open the link above
  - Type your own swim accomplishments directly into the Bingo squares
  - Print out and distribute to your swimmers to give them a list of goals for the upcoming practice, meet, or season

### Educational Offerings

- Safe Sport Trainings
  - Parents: September 11 | 8 p.m. ET | [Register](#)

- o Athletes: September 12 | 8 p.m. ET | [Register](#)
- o Coaches: August 9 | 3 p.m. ET | [Register](#)

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

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## 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

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.

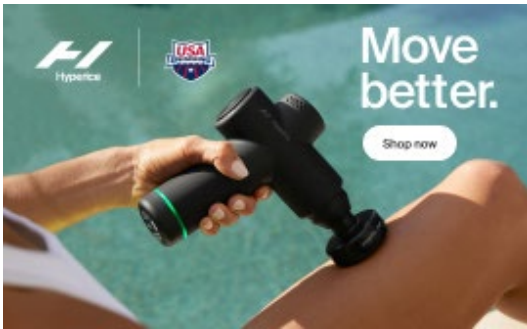
### TYR

From our national support for USA swimming to





your local recreational or high school team, TYR is investing in all levels of the sport. We provide your team with hands-on sponsorship regardless of your size or performance level. If you are interested in becoming a TYR team, email [teamsupport@tyr.com](mailto:teamsupport@tyr.com).



## Hyperice

Upgrade your warmup and recovery routine with the most advanced warmup and recovery technology on the market. Designed to unlock sore muscles, relieve tension, and maintain your full range of motion, so you always perform at your peak. [Shop now](#).



## Speedo

The new era of speed has arrived with Fastskin LZR Pure Valor. Quick. Agile. Adaptable. Equipped with Lamoral Space Tech coating, it repels water like no other. The featherweight feel and meticulously layered fabric offers unmatched flexibility. Reinforced leg seams give you balanced compression for maximum power in every stroke. Swim to win in the new Fastskin LZR Pure Valor, the next generation of fast.



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