



Press Kit: Swim for Peace Around the World



Introduction

The “Swim for Peace Around the World” project is an international solidarity initiative, born from the desire of passionate swimmers to raise awareness of peace through sport. This event brings together aquatic communities from around the world in a powerful symbolic gesture.

Origins of the Project

The idea for “Swim for Peace Around the World” emerged during a conversation between two swimmers. Moved by the bombings affecting the family of a fellow swimmer, they decided to dedicate their swim to world peace. When they came out of the water, the idea of expanding the initiative on a larger scale became obvious. They then contacted the administrators of the Facebook groups “Nage Plaisir” and “Nage Libre en Provence”, who immediately embraced the project. A date was set for the end of May to allow Marc, a key participant in the event, to be present.

An Unexpected International Momentum

Communication about the project was launched within the swimming community, and the initiative quickly grew beyond expectations. In less than

two months, the project mobilized 18 countries and 70 swimming clubs. This rapid and widespread participation reflects the universal resonance of the message of peace and the solidarity within the aquatic community.

Reactions and Support

The response to this initiative was remarkable, but on closer inspection it can be explained by the very nature of the aquatic world: a universe of fluidity and openness. The cause, both meaningful and inspiring, touched swimmers, who responded enthusiastically. The international scale of the project, with 18 countries and 70 clubs participating in such a short time, exceeded the organizers' initial expectations, demonstrating the power of the message of peace and sport's ability to unite people.

Press Contact

For any information or interview request, please contact us by email at: worldpeaceswim@gmail.com