



SSSC E-NEWS

The South Shore Swimming Club
Fortnightly Email Newsletter



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IMPORTANT DATES

The following Target Meets and Club Nights are now open on My Swim Results for you to register your events and confirm attendance:

Club Night No.3 - Monday 12th July 2021, 7pm Start
Long Course Pool at LeisureFit Booragoon

Perth City SC Classic Carnival Target Meet
Saturday 17th July 2021 at HBF Arena Joondalup

CLUB MEMBERSHIP

**By the South Shore Swimming Club
Committee**

'Club membership' is separate to the monthly swimming fees that you pay to the City of Melville each month. Your support of our club through payment of your membership fees enables us to run club club nights, social activities, end of season wind ups and many of the other activities and benefits that we hope you enjoy as part of our South Shore family.

OVERCOMING FREESTYLE "MONOSPEED": WHY, HOW AND WHEN TO ACCELERATE HAND SPEED

Link to article written by Vasa Trainer, *Suggested reading by Coach Craig*

I found this article with links relating to 'monospeed' as well as other potential flaws in the freestyle stroke, which you may find interesting.

This is a common problem and is often the root cause of a slow stroke rate as well as the inability and know how on how to change things.

"I will be addressing this on an ongoing basis, so it would be good for as many swimmers as possible to have a heads up on this subject"

Coach Craig Murray

"For a newsletter that people will look forward to receiving, align the look and feel of your design with your brand's identity. Write quality content and add matching images. You might also want to reward users for signing up, or include polls and surveys to gather useful data.

Remember: this is a powerful marketing tool that can benefit both you and the reader, while providing them with valuable information about your business. Use it well, from sharing informative blog posts or announcing upcoming events, product launches, and company milestones. When you're ready to send out your newsletter, review your copy and edit it accordingly. "

