



## **Go Swim with FINIS Training Equipment** *FINIS Teams with Go Swim to Create New DVD*

### FOR IMMEDIATE RELEASE

Livermore, CA. August 11, 2008 – FINIS, the Worldwide Leader in Technical Swimming Development, recently teamed with Go Swim, the Colorado based Internet corporation that specializes in creating technique-based content exclusively for the swimming world. The result of this joint effort is a full-length DVD cleverly entitled, “Go Swim with FINIS Training Equipment.” The DVD provides 90 minutes of informative and entertaining material on some of the more technical products FINIS has to offer.

FINIS, founded in 1993 by John Mix and Olympic Gold Medalist Pablo Morales, develops some of the most technologically advanced and innovative training equipment for the swimming industry. “FINIS has created these revolutionary products – like the SwiMP3 and the Center-Mount Snorkel – but we had yet to develop the means to explain how to use them! We wanted to provide that for our customers,” expressed Tim Elson, Vice President of FINIS. The videos will be implemented as a teaching tool, allowing FINIS to educate swimmers about how to, and how best to, utilize their advanced training equipment. Elson said that FINIS had wanted to create these product videos for quite some time but needed the proper medium to do so. “Our new website will serve as the perfect outlet to launch the videos – widely accessible and extremely user friendly,” explained Elson.

Go Swim, founded in 2002 by Barbara Hummel and Olympian Glenn Mills, produces swimming videos featuring some of the sport’s biggest names. Top-level swimmers like Amanda Beard, Brendan Hansen, Misty Hyman, and Aaron Peirsol, along with an extensive list of Olympic medalists and world record holders, are always within lens length of the Go Swim cameras. The athletes demonstrate on-camera drills and techniques to help others train to reach their potential. Go Swim also runs a successful website, GoSwim.tv. There Hummel and Mills have built a virtual pool for the global swimming and coaching community. Site features range from access to free videos and articles to participation in daily discussion forums. “When FINIS approached us about doing their product videos, we were thrilled,” expressed Mills. “Barbara and I use a lot of equipment in our own personal training and we LOVE the FINIS gear, especially the Tempo Trainer and the Swimmer’s Snorkel. Collaborating with FINIS, a company with such closely related expertise and goals as our own, seemed like the most natural thing to do. A real no-brainer.”

Holding a great deal of anticipation for the project that lie ahead, FINIS cut Go Swim loose to create the 14 individual product videos that would ultimately appear on the final training DVD. “This enormous box of FINIS products showed up on my doorstep,” says Mills. “Barbara also got a huge box. It was like Christmas.” Upon arrival of the

“presents,” the Go Swim team went to work, personally testing and taking notes on all of the products. To add to their research, Hummel and Mills also observed a number of athletes using the gear, studying anyone from the Masters athlete to the age-group swimmer. Of the most entertaining parts of their observations was watching how the swimmers reacted to the new, and sometimes unusual-looking, equipment. “It was the Monofin and the Z2 Zoomers training fins that everyone wanted to try. The swimmers gave us extensive feedback on all of the products, providing some great material for writing the voiceover scripts.”

In the next phase of the project, Barbara and Glenn organized several shooting sessions, recruiting local talent to illustrate the video content. “We shot nearly 25 hours of footage,” stated Mills, who was responsible for the video’s impressive below-the-surface filming. “We wanted to show that this equipment can benefit swimmers of every age and ability.”

With script and footage in hand, Glenn began the post-production process. He created three product videos and sent them to FINIS for a first look. “We were crossing our fingers that they’d approve,” says Glenn. And they did. To Go Swim’s gratification, FINIS offered Mills one-word, “PERFECT!”

A few months later, “Go Swim with FINIS Training Equipment” was born. The instructional DVD consists of 28 separate videos, 14 of which spotlight FINIS technical products. Highlights among these videos include segments on the new FINIS Underwater Pace Clock as well as their bone conduction, waterproof mp3 Player, the SwiMP3. The videos feature a wide range of swimmers and show them using the products from every angle – side, head-on, rear – and from above and below the surface. These videos, along with the Go Swim trailers that round out the second portion of the DVD, present a tremendous amount of useful information on proper swimming technique and effective training methods. With a mutual passion for the sport, both FINIS and Go Swim look to advance the future of swimming, at all levels.

*To watch “Go Swim with FINIS Training Equipment,” or to obtain more information on FINIS products and other Go Swim videos, please visit [www.finisinc.com](http://www.finisinc.com) or [www.goswim.tv](http://www.goswim.tv). For more information: [www.finisinc.com](http://www.finisinc.com)*

**About FINIS:** Founded in 1993 by John Mix and Olympic Gold Medalist, Pablo Morales, FINIS develops the most technologically advanced training equipment for the swimming community. FINIS offers something for swimmers of all abilities to improve their technique. USA Olympic Water Polo Team Captain Tony Azevedo is a FINIS Sponsored Athlete. Brands currently operated under FINIS include: FINIS, SwiMP3, and Zoomers.

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