



MEDIA RELEASE

Sept. 24, 2022

\$33,400 Ontario Trillium Foundation Grant Builds Back London Regional Artistic Swimming Club Programming

London, ON – Like many sports clubs, the global pandemic took a toll on programming and membership at the London Regional Artistic Swimming Club (LSC). A \$33,400 Community Building Fund grant from the Ontario Trillium Foundation (OTF) has breathed life back into LSC, allowing swimmers in the community the opportunity to participate in the sport of artistic swimming. This 12-month grant allowed LSC to expand its recreational programming to include programs for swimmers of all ages, including mature athletes and athletes with disabilities, and build back its membership numbers, ensuring LSC continues to thrive in our community.

“Congratulations to the London Regional Artistic Swimming Club for providing London-area swimmers with continued opportunities to stay fit, express their creativity, and have fun in the pool during the COVID-19 pandemic,” said Peggy Sattler, MPP for London West. “The support of the Ontario Trillium Foundation during such a difficult time ensured that artistic swimmers of all ages and abilities were able to benefit from the improved confidence, self-esteem, and positive mental health that comes with sport programming, while contributing to the overall health and well-being of our community.”

In addition to rebuilding the programming at LSC, OTF funds were used to support coaching development and update the infrastructure and technologies required for members to participate in virtual training and competitions, as well as providing creative solutions to share experiences virtually within the LSC community, boosting club morale. Thanks to the OTF grant, LSC will continue to provide safe and inclusive programs for years to come.

“We are excited for the future of artistic swimming in our community” said Allyssa Gosling, Head Coach of LSC. “This grant from OTF allowed us to expand our recreational programs and increase opportunities for coach training. Our rec program was down to 15 athletes in the 2020/2021 season and thanks to the support of OTF we have grown back to 55 athletes participating at all levels in programs suitable to their abilities.”

London Regional Artistic Swimming Club promotes excellence by creating a welcoming and inclusive environment for all athletes, coaches and volunteers. They strive to develop well-rounded athletes and provide an environment in which swimmers can achieve their full potential. LSC athletes work on developing sport specific skills including stamina, strength, flexibility, and artistry. LSC teaches athletes the importance of dedication, teamwork, sportsmanship, respect, and leadership. To learn more about LSC programs please visit: www.londonartisticswim.com.

The Ontario Trillium Foundation (OTF) mission is to build healthy and vibrant communities across Ontario. As an agency of the Government of Ontario, and one of Canada’s leading granting foundations, last year, OTF invested nearly \$209M into 2,042 community projects and partnerships, which included funding for the Government of Ontario’s Community Building Fund. Since 2020, OTF has supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit otf.ca to learn more.

Organization Contact for Media Inquiries:

Wendy Teft, Vice President, London Regional Artistic Swimming Club
londonartisticswim@gmail.com