NEW EVENT FOR CHAMPION SWIMMERS, INAUGURATED IN 2019 WITH AN INNOVATIVE COMPETITION FORMAT CREATING A WORLD-CLASS PLATFORM FOR ELITE-LEVEL ATHLETES.
EXCEPTIONAL SHOWCASE FOR THE SPORT AND TOP SWIMMERS THAT COMBINES COMPETITION WITH INNOVATIVE SPORTS PRESENTATION AND ENTERTAINMENT.

4 SWIMMERS PER RACE

PRESTIGIOUS ELITE AQUATICS EVENT SERIES

INVITATION ONLY:
- WORLD AND OLYMPIC MEDALLISTS
- WORLD RECORD HOLDERS
- WORLD CUP STARS
- BEST SWIMMERS IN THE FINA WORLD RANKINGS
COMPETITION FORMAT

- **2 DAYS PER EVENT, WITH 15 RACES PER SESSION**
- **14 INDIVIDUAL RACES + 2 RELAYS**
- **85-95 WORLD’S BEST SWIMMERS COMPETING**

**RACES OF**
- **50m / 100m / 200m**
- **> FREESTYLE**
- **> BACKSTROKE**
- **> BREASTSTROKE**
- **> BUTTERFLY**

**FINALS ONLY**
- **2 HOURS OF SHOW**
- **400m FREESTYLE, 200m INDIVIDUAL MEDLEY**
PRIZE MONEY FOR ALL SWIMMERS

**INDIVIDUAL RACES**

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<thead>
<tr>
<th>Place</th>
<th>Prize</th>
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<tbody>
<tr>
<td>1st</td>
<td>USD 10’000</td>
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<td>2nd</td>
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<td>3rd</td>
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<td>4th</td>
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**RELAY RACES**

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<tbody>
<tr>
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<td>2nd</td>
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<td>3rd</td>
<td>USD 8’000</td>
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<td>4th</td>
<td>USD 6’000</td>
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TOTAL PRIZE MONEY AND APPEARANCE FEE UP TO 2.3 MILLION (USD)
GLOBAL TV EXPOSURE

+100 TERRITORIES

BROADCASTERS

- CCTV5 (CHN)
- NBC SPORTS (USA)
- MATCHTV (RUS)
- TV ASAHI (JPN)
- CBC (CAN) SPORTV / GLOBO (BRA)
- RAI (ITA)
- EUROSPORT (PAN - EUROPE)
- CLARO SPORT (PAN - SOUTH AMERICA)
- SARAN SPORT (TUR)
- SPORT 5 (ISR)
- LRT (LTU)

LIVESTREAMS ON FINATV & FINA'S YOUKU CHANNEL (CHN)
2019 IN BRIEF

3 EVENTS

GUANGZHOU (CHN)
27-28 APRIL, 2019

BUDAPEST (HUN)
11-12 MAY, 2019

INDIANAPOLIS (USA)
31 MAY - 1 JUNE, 2019

+110 SWIMMERS FROM 24 COUNTRIES

OVER USD 3M TOTAL PRIZE MONEY
2019 IN BRIEF

SOCIAL MEDIA (FACEBOOK / INSTAGRAM / TWITTER / WEIBO)

7.5M VIDEO REACH
1.5M VIDEO VIEWS
3.5M IMPRESSIONS
2.3M POST VIEWS

#CSS2020

#WATERISOURWORLD
TEAM RELAY COMPOSITION

> UNIQUE OPPORTUNITY FOR THE SWIMMERS OF DIFFERENT NATIONALITIES TO COMPETE TOGETHER AND NOT AGAINST EACH OTHER.

> IN A RELAY, THE FOUR SWIMMERS PART OF ONE TEAM ARE CHOSEN WITH A DRAW.

> THE MEMBERS OF THE TEAM DECIDE THE ORDER IN WHICH THEY WILL RACE.
MORE THAN JUST A MEDAL. A CUSTOMISED TROPHY IS GIVEN TO THE WINNER IMMEDIATELY AFTER THE CONCLUSION OF THE RACE.

> QUALIFYING EVENT FOR THE 2020 OLYMPIC GAMES IN TOKYO (JPN)
**THE WORLD’S BEST SWIMMERS IN 2019**

<table>
<thead>
<tr>
<th>MEN</th>
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<tbody>
<tr>
<td>ANTHONY ERVIN</td>
<td>(USA)</td>
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<tr>
<td>BEN PROUD</td>
<td>(GBR)</td>
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<tr>
<td>VLADIMIR MOROZOV</td>
<td>(RUS)</td>
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<td>PIETER TIMMERS</td>
<td>(BEL)</td>
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<tr>
<td>CHAD LE CLOS</td>
<td>(RSA)</td>
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<td>DANAS RAPSYS</td>
<td>(LTU)</td>
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<tr>
<td>MICHAEL ANDREW</td>
<td>(USA)</td>
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<td>XU JIAYU</td>
<td>(CHN)</td>
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<td>RYOSUKE IRIE</td>
<td>(JPN)</td>
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<td>BRUNO FRATUS</td>
<td>(BRA)</td>
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<td>MATT GREVERS</td>
<td>(USA)</td>
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<td>ANTON CHUPKOV</td>
<td>(RUS)</td>
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<td>GABRIELE DETTI</td>
<td>(ITA)</td>
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<td>LASZLO CSEH</td>
<td>(HUN)</td>
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<td>ANDRII GOVOROV</td>
<td>(UKR)</td>
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<tr>
<td>CHASE KALISZ</td>
<td>(USA)</td>
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"Honestly I am really happy that we have this new FINA Champions Swim Series because it is really the next level right now. It shows a big respect for high level athletes and I experienced really good competition in four lanes. It really is entertaining for people. I think FINA is listening to the athletes and we are going to make the Series even better for the next season. In Budapest, I saw a really nice new way of presenting the athletes' entrance. The video background was great and the show was phenomenal."

ANDRII GOVOROV (UKR)

"It felt great to race against three very fast guys. It really pushes you and you want to make sure you get all the tiny details right. I feel like I did that"

BEN PROUD (GBR)
“The new format of the Champions Swim Series is awesome and fun. A lot of the top swimmers of the world are coming together to spend time together and we all get to race. If next year’s Champions Swim Series fits in my preparation for the Olympics, I would love to take part again.”

CHASE KALISZ (USA)

“This new four-lane style is really good. All swimmers like it. Hopefully next year it will be the same.”

DANAS RAPSYS (LTU)
“It is a nice competition. It is more relaxed than the World Championships. Thank you FINA for organising this new event. The innovation in sport is of utmost importance and the prize money is pretty good as well.”

NICHOLAS SANTOS (BRA)

“I am very glad to see so many things changing in our Sport – thank you FINA!”

CHAD LE CLOS (RSA)
THE WORLD’S BEST SWIMMERS IN 2019

WOMEN

> PERNILLE BLUME (DEN)
> SARAH SJOSTROM (SWE)
> RANOMI KROMOWIDJOJO (NED)
> CATE CAMPBELL (AUS)
> BRONTE CAMPBELL (AUS)
> LI BINGJIE (CHN)
> KATINKA HOSSZU (HUN)
> FU YUANHUI (CHN)
> EMILY SEEBOHM (AUS)
> PENNY OLEKSIAK (CAN)
> KYLIE MASSE (CAN)
> GEORGIA DAVIES (GBR)
> LILY KING (USA)
> YULIA EFIMOVA (RUS)
> FEDERICA PELLEGRINI (ITA)
“I think it’s really fun, really exciting, the fact that there is only one chance, one go. It’s much more friendly for the swimmers.”

After attending a meeting in Indianapolis, between FINA and participating athletes:

“I attended the meeting this morning with FINA and, first of all, this meeting was a big step in the right direction. It shows some willingness from FINA side to invite all of us athletes and honestly I couldn't be happier. It was a good meeting with good vibes and everyone agrees that we need to take some steps forward for the sake of swimming. I am happy that I am here and that I am a part of this.”

PERNILLE BLUME (DEN)

“I am very happy that the international Swimming community goes in the right direction, in the way of a better promotion and professionalism of our sport. Compared to Guangzhou, the programme and the order of events has changed, and I believe this is an improvement. For the swimmers, it’s pretty comfortable to swim only finals. Putting a show on, it changes the mentality of the sport. It has been really useful so far.”

KATINKA HOSSZU (HUN)
On relays (with swimmers decided by draw):

“It’s a very fun concept, as we have raced in an event we would have never done. In our team, we were not freestylers and we made it. It’s also very nice meeting people from other nationalities, meeting new people, making new friends. It takes a lot of the pressure off, so you can enjoy it rather than getting too nervous.”

GEORGIA DAVIES (GBR)

“It is great to be part of this big change. The prize money distributed for this event is very good and I foresee to continue to take part as long as I can. I will have a long career in the sport thanks to this new opportunity.”

SARAH SJOSTROM (SWE)
"I enjoy the idea that it’s only four people, a one-off race. I think the pressure is less, but it makes it for a more intimate competition. You are in the call room with just three other people, laughing, talking and then getting this very serious mindset for a 30-second race, or one minute. It’s nice, because then you can go home and have dinner with these people also. It’s definitely more relaxed than Worlds and Olympics”

EMILY SEEOHM (AUS)