**Life Time Swim**

**Title – Swim for a Season, Swim for a Lifetime**

Traditionally, summer is *the* season to hit the pool. From poolside sunning to competing in a swim meet or perfecting your swim stroke, there is no better time to slather on the sunscreen, put on some goggles and jump in the pool.

That’s why this is the time when consumers seek out that ideal body of water to quench their thirsts. Whether you are a swimming novice or looking to conquer new heights, Life Time, the Healthy Way of Life Company, and Life Time Swim offer just the destination many sunbathers and competitive swimmers seek year round.

Sandi Roggow, a Life Time member in Alpharetta, Ga., said her favorite time is spent at the outdoor pool either swimming or relaxing. “I enjoy reading, watching the children play, swimming laps and water aerobics. With the music and atmosphere, I have a little piece of resort pool,” she said.

At Life Time’s 80-plus pools nationwide and in Canada, members enjoy access to everything from zero-depth-entry leisure pools and waterslides to hot tubs and saunas to indoor and outdoor state-of-the-art lap pools with digital pace clocks for the competitive swimmer.

But, it is about so much more than just pools at Life Time.

**Expert Advice for Every Level of Swimmer**

The pools at Life Time are far more than a luxurious amenity. A top-notch swimming program fits the needs of the beginning to experienced swimmer and the entire family.

**One such program is Masters Swim. “Don’t let the name fool you,”** stressed Beth Baumgarten, a Masters Swim Coach at Life Time Fitness Loudoun County in northern Virginia. For those who are looking to perfect their stroke, train for a triathlon or want a good workout, look no further than Masters Swim where Life Time’s highly trained coaches guide swimmers of all ages and abilities.

Participating is easy. “A suit and goggles are all you need initially. The instructor will observe and analyze your swimming ability and inefficiencies, and provide drills and explanations to help you become a confident swimmer.”

Fins, paddles and kickboards are used during drills and are commonly available at the pool. These additional tools help swimmers quickly increase efficiency, technique and strength.

**You might wonder what a Masters Swim practice looks like.** Baumgarten elaborated, “A typical workout for beginners involves mostly swim drills (technique practice) and kicking with a few ‘sets’ — repeating 25 to 100 meter intervals, depending upon one's ability.”

She said more accomplished swimmers do technique drills, kicking and sets that challenge an individual's abilities, including speed intervals, tempo intervals, breathing drills and timed distance repeats. Distances can total 1500 to 3000 meters in an hour.

Deb Hanson, now an accomplished triathlete, joined Masters Swim in April 2010. She was swimming laps on her own and making little progress. Her Life Time personal trainer suggested Masters Swim.

“I had been swimming for 35 years, but I didn’t really know how to swim. [Masters Swim] helped me improve my stroke and I began to see progress,” Hanson said. With the help of Masters Swim, Hanson finished third in her age group in her first triathlon.

Baumgarten said for triathletes, specifically*,* Masters Swim provides the perfect balance to feel comfortable and safe when swimming your first race leg.

Coaching since 2009 with a USA Triathlon Level I Coaching Certification, Baumgarten added, “Masters Swim workouts are designed to improve both aerobic and anaerobic capacity, as well as swimming efficiency. Workouts geared for triathletes include drills for open water swimming such as sighting, passing and drafting. Instructors help individuals prepare for specific race distances as well.”

**A Smarter Swim School**

Unlike typical swim lesson programs, which focus solely on safety or competitive swimming over creating an independent swimmer, Life Time’s U Swim School offers an interactive instructional approach.

Whereas most swim schools offer a typical lap pool with a shallow end, learning in Life Time’s warm-water, zero-depth-entry pool environment helps swimmers more easily transition from instructor support to swimming solo. Children learn popular recreational strokes and water safety — while also learning rhythmic breathing and all four competitive strokes, freestyle, backstroke, breaststroke and butterfly.

U Swim’s “Smarter Swim School” hires expert instructors who are passionate about working with all levels of students. Life Time swim instructors undergo a stringent certification process that includes 21 hours of instruction, first aid and CPR. Then new instructors shadow experienced staff to learn best practices across age levels, ensuring they are ready to teach all levels of students.

Alicia Kockler, Senior National Aquatics Manager at Life Time, described Life Time’s approach to swim instruction, “Our class levels are set in a progressive skill format to always challenge swimmers to learn new skills and improve their swimming. Our classes are structured to keep children active 90% of the time, compared to other programs where children may just wait there turn at the wall. We are able to do this with in-water islands and benches that ensure your child will continually practice their swimming skills — learning to swim faster.“

Life Time also has low instructor-to-child class sizes averaging one teacher for every four students to ensure each child receives the attention he or she deserves. Parents may choose between group, semi-private (meant for two children) and private classes when enrolling a child in swim lessons.

For those interested in competing either through USA Swimming or a recreational swim team, Life Time offers Swim Team at many locations. Children of ages five to 18 participate in weekly practices, regular competitions and have the chance to win awards.

**Jump In**

When it comes to swimming, Life Time has everything to please the entire family. From indoor and outdoor pools to outstanding swim lessons and classes, swimming at Life Time will keep you and your family in the pool year round.

If you want to know more about how this company delivers results, call 1-800-741-4109 or click [here](http://clubs.lifetimefitness.com/Swimming/62707/).

Word Count: 976