

Swimming World Magazine and the International Swimming Hall of Fame Merge Operations

In a dramatic move to assist the world of aquatics in *keeping our history alive*, the International Swimming Hall of Fame (ISHOF) merged its operations with *Swimming World Magazine*. The combination will provide the International Swimming Hall of Fame with a much needed outreach arm to the athletes, coaches and volunteers around the world in aquatics.

ISHOF and Swimming World Areas of Synergy

- Swimming World Magazine (SWM) reports the news, and the International Swimming Hall of Fame (ISHOF) archives the news.
- Swimming World owns the copyrights to one of the largest reserves of aquatic images and content in the world. ISHOF is the repository for historical items.
- SWM reports and ISHOF honors swimming, water polo, synchro, diving, open water, masters and Paralympic athletes on a worldwide level.
- ISHOF honors athletes, coaches, etc. with multimedia elements. SWM produces multimedia news segments and documentaries about athletes, coaches, etc.
- SWM covers major events around the United States and the globe. ISHOF honors athletes and coaches during major events around the globe.
- SWM exhibits at major clinics and conventions. ISHOF exhibits at major clinics and conventions.
- ISHOF has a wealth of historical information for marketing. SWM can be the marketing arm for ISHOF.
- ISHOF has members and SWM has subscribers. Subscribers will become members of ISHOF with additional benefits.
- SWM has an advertising sales force and over 1200 advertising relationships in the industry. ISHOF reaches out to the same industry clients. These relationships will move from advertisers to sponsors, bringing more value to everyone.

Advertisements when included as part of an ISHOF sponsorship, may be tax deductible.

International Swimming Hall of Fame, Inc. is registered as a 501(c)(3) nonprofit organization, incorporated in the State of Florida. Contributions and sponsorships to ISHOF are tax deductible to the fullest extent of the law. ISHOF's tax identification number is 59-1087179. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE OR FROM THE WEBSITE, www.800helpfla.com. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION

BY THE STATE. You can find out more about us on guidestar.org under International Swimming Hall of Fame, Inc.