



FOR IMMEDIATE RELEASE

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Hellenic Aquatics and ASCA Partner to Bring Coach Education to Greece, Cyprus, Bulgaria and the Balkans

American Swimming Coaches Association (ASCA) and the Hellenic Aquatics® have entered into a strategic new partnership marking an important step in strengthening international collaboration in swimming education and certification, coach development, and athlete support.

This partnership reflects a shared commitment to advancing coaching excellence, knowledge exchange, and best practices across borders. Through this collaboration, Hellenic Aquatics® and ASCA aim to create meaningful opportunities for coaches, athletes, and sports professionals by connecting the Area's swimming community with ASCA's globally recognized Certification, Educational Resources and Expertise. Initially the actions will cover Greece, Cyprus, Bulgaria and the Balkans but also selective countries and territories of the Eastern Mediterranean.

The partnership will focus on initiatives such as coach education and certification, professional development pathways, knowledge sharing, and long-term support for athletes navigating high-performance and collegiate swimming environments. By aligning with ASCA, Hellenic Aquatics® reinforces its mission to elevate standards, expand access to high-quality coaching education, and contribute to the global swimming ecosystem.

"At ASCA, we're committed to empowering coaches and athletes through education, collaboration, and excellence. This partnership with Hellenic Aquatics® represents a significant step forward in extending our shared vision beyond borders—strengthening coaching standards, expanding opportunities, and fostering the global swimming community. Together, we're building pathways that will inspire performance and growth throughout Greece, Cyprus, the Balkans, and the broader Eastern Mediterranean region."

— Jennifer LaMont, CEO, American Swimming Coaches Association

"This new partnership demonstrates and emphasizes our fundamental commitment to Innovation. A synergy of that nature enables us to continue our relentless commitment in improving every aspect of the Swimming Community either directly or with Strategic Partnerships like this one. The American Swimming Coaches Association (ASCA) is the top organization of its kind and cascades a wealth of knowhow and expertise to Swimming Professionals (Coaches, Athletes, etc.). Its certificate enjoys a valuable recognition and demonstrates someone's Swimming skills and separates him/her from the simple standards of the sport and fields."

— Dimi Kontinopoulos, Head of Strategic Planning, Hellenic Aquatics®

Both organizations look forward to building a productive and impactful collaboration that supports the continued growth of swimming at all levels.

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