



For Immediate Release  
February 16, 2015

**Kelowna's Interior Savings Across The Lake Swim now recognized as one of the world's best**

With almost 7 decades of history, the Interior Savings Across The Lake Swim has just debuted, for the first time, on Openwaterpedia's Top 100 Open Water Swims in The World, at #15.

Steven Munatones, founder of the World Open Water Swimming Association and Open Water Source, offered the Across The Lake Swim Society President Mark Fromberg his personal congratulations since this is the first time that the Interior Savings Across the Lake Swim has made this prestigious list.

"We now have world recognition" says Mark Fromberg. "Our team has worked very hard to build a safe, fun, family event and it feels great to be recognized by Openwaterpedia as one of the top open water swims in the world."

The World Top 100 Open Water Swims is an esteemed group of events covering every continent, in both fresh and salt water, and includes a wide variety of distances, from half a mile to ultra-marathon distances, such as the 28.5 mile circumnavigation known as the Manhattan Island Marathon Swim. Criteria to make the list include: history, uniqueness, popularity, difficulty, attention to safety, and geographic distribution.

The Interior Savings Across The Lake Swim has impressed the Openwaterpedia founders as it is the oldest and largest open water swim event in Canada and for most of its history was a small part of the legendary Okanagan water sport festival known as the Kelowna Regatta.

This year's Interior Savings Across the Lake Swim takes place on Saturday, July 18<sup>th</sup>. For more information or to register, please visit [acrossthelakeswim.com](http://acrossthelakeswim.com).

**Contact:**

Mark Fromberg 250 215-6185, [mark@acrossthelakeswim.com](mailto:mark@acrossthelakeswim.com)  
President, Across the Lake Swim Society

Peter Rudd, 250-470-0281, [peter@acrossthelakeswim.com](mailto:peter@acrossthelakeswim.com)  
Race Director, Interior Savings Across the Lake Swim