



Tim Husson <tim.husson@gmail.com>

USA Swimming Launches Redesigned Website

USA Swimming <media@usaswimming.org>

Mon, Jun 22, 2020 at 5:01 PM

Reply-To: media@usaswimming.org

To: tim.husson@gmail.com



USA Swimming Launches Redesigned Website

COLORADO SPRINGS, Colo. – USA Swimming, the National Governing Body for the sport of swimming in the United States, today announced the launch of its redesigned website: usaswimming.org. USA Swimming membership feedback and behavior guided the website transformation, including its mobile-first design.

The website features many helpful enhancements including a new user-friendly interface, improved search functionality and simplified navigation organization. The content has also been refined and better curated for each membership persona: Swimmers & Parents, Coaches & Team Leaders and Officials.

Originally slated to be released ahead of the 2020 U.S. Olympic Team Trials – Swimming, USA Swimming kicked off the project nearly one year ago by partnering with Spire Digital, an award-winning Denver-based digital transformation consultancy and software development firm with more than 22 years of experience.

The efficient redesign utilizes the same backend content management system as its previous site, capitalizing on technology and infrastructure resources. Usaswimming.org now also incorporates the landing pages for its philanthropic arm, the USA Swimming Foundation.

Keep up with all the latest USA Swimming news by following @usaswimming on Facebook, Twitter and Instagram.

###

About USA Swimming

As the National Governing Body for the sport of swimming in the United States, USA Swimming is a 400,000-member service organization that promotes the culture of swimming by creating opportunities for swimmers and coaches of all backgrounds to participate and advance in the sport through clubs, events and education. Our membership is comprised of swimmers from the age group level to the Olympic Team, as well as coaches and volunteers. USA Swimming is responsible for selecting and training teams for international competition including the Olympic Games and strives to serve the sport through its core objectives: Build the base, Promote the sport, Achieve competitive success. For more information, visit www.usaswimming.org.

About Spire Digital

Spire Digital, part of Kin and Carta, is a Denver-based digital transformation consultancy and software development company that transforms business through design and technology. For over 22 years,

6/22/2020

Gmail - USA Swimming Launches Redesigned Website

they've provided strategic consulting, user experience design, software development, DevOps, and staff augmentation to the world's top companies.

Talk to us today

719 866 4578

1 Olympic Plaza, Colorado Springs, CO 80909-5780

Copyright by USA Swimming, Inc.

This email was sent to tim.husson@gmail.com. If you no longer wish to receive these emails you may [unsubscribe](#) at any time.