

Canadian McRae sustains support for SwimJamaica

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DR Brad McRae, Canadian businessman and supporter of SwimJamaica, returned to the island earlier this month to present further fund-raising workshops in partnership with the University College of the Caribbean.

The workshops - the Seven Strategies of Master Negotiators and the Seven Strategies of Master Presenters - are targeting corporate Jamaica and have received excellent reviews. Dr McRae, who has a doctoral degree in psychology from the University of British Columbia and is a graduate of Harvard University, is the author of seven books and is an adjunct professor with the University College of the Caribbean.



EYRE... we are very grateful to Brad for his support

Since November 2005, three workshops have been presented, raising over J\$350,000 for SwimJamaica. This funding enables the National Learn to Swim Programme to continue its development and helps to sponsor 130 students from inner-city schools onto the Children's Programme each term.

John Eyre, president of the Amateur Swimming Association of Jamaica (ASAJ) and director of SwimJamaica hailed the efforts of Dr McRae.

"The income from these workshops is the only external funding SwimJamaica presently receives and has played a key role in SwimJamaica's growth. We are very grateful to Brad for his support," he said.

A workshop on time management was also presented by Dr McRae for SwimJamaica's staff team. Fourteen members of the team enjoyed the lively and interactive workshop held at the Jamaica Olympic Association's offices.

The vision of SwimJamaica is to develop the sport from the base by providing opportunities for every Jamaican to learn to swim through the development of high quality, progressive learn to swim programmes that are safe, fun and accessible to all.

Since the launch in January 2005 the programme has developed significantly with over 550 children now registered at seven pools in Kingston and one in Discovery Bay. SwimJamaica also has an Instructor Training Programme and offers lessons for adults at the National Stadium pool.