



## PRESS RELEASE

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From: **Battle for Spartan Swim and Dive**  
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### **Battle for Spartan Swim and Dive reveals new logo, campaign**

EAST LANSING - The Battle for Spartan Swim and Dive is launching its latest campaign, focused on bringing back the program for its 100th season. The Centennial Comeback campaign officially kicks off this Friday during the Michigan State Homecoming Parade. Many of the 39 swimmers and divers who remain on campus, along with alumni and supporters, will walk the parade route wearing T-shirts boasting the new logo.



The campaign will connect supporters to MSU President Samuel Stanley and the Board of Trustees, asking for reinstatement of both programs. While plaintiffs from the women's team continue their Title IX battle in court, the men's team is on hold with 99 seasons of success behind it. Our communication encourages the return of both, which will end the legal fight and bring the historic achievement of a 100th season. The benefit of having both men's and women's programs is well documented. According to the College Swimming & Diving Coaches Association of America, 97% of the Top 25 ranked swim dive programs carry both men's and women's teams.

In addition, the campaign will highlight the proposed new pool being presented by [Recreation Sports and Fitness Services](#). On Oct. 29, an updated recreation facility proposal will be presented to the Board of Trustees for permission to plan. It is our understanding that, prior to the meeting, the scope of what should be included will be agreed upon. We will be encouraging the Trustees and President Stanley to approve the aquatic component, including a 50-meter pool with 1- and 3-meter diving boards. This would bring the university into compliance with

[NIRSA recommendations](#) (see pp 6-9, 27-30), plus it provides potential for not only a return of varsity swimming and diving, but serving a variety of aquatic clubs and club programs throughout the region.

Nearly one year after the cuts, the Battle for Spartan Swimming and Diving is ongoing and escalating. With new leadership in the Athletic Department, plans for a modern recreation facility to serve all Spartans, and a mobilized group with [proposed solutions](#) and more than \$1.25 million in pledged support, the time is right to revisit the cuts and rebuild the program for its next century of competition. We are ready to support MSU and work together to achieve these goals.

#### **Background:**

- On Oct. 22, 2020, former MSU Athletic Director Bill Beekman announced the elimination of the Men's and Women's Swimming and Diving programs following the 2020-21 season.
- The MSU Men's program is entering its 99th season; the Women's its 51st season.
- The combined programs are one of the least expensive of MSU's 23 varsity programs, making up 1.5 % of the Athletic Department's budget, yet serving more than 9% of student athletes.
- MSU Swimming and Diving is consistently one of the university's top academic programs. In spring 2020, 16 team members earned a perfect 4.0 GPA; the women's team cumulative average was 3.86, and the men's was 3.82. 43 of MSU's 97 winter sport Academic All-Big Ten honorees last year were swimmers and divers.
- In 2020, 5 swimmers qualified for the Olympic Trials, and 5 divers earned All-American honors.
- There is a crisis among college Olympic sports, with [more than 350 college programs cut](#) in 2020, prompting [national coalitions](#), [U.S. Congressional bills](#), and a [USOPC think tank](#) to study College Sports Sustainability.

#### **Learn more:**

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