



LICENSE KIT 2020

MICHAEL PHELPS
Swimming

MICHAEL PHELPS

Michael Fred Phelps II (born June 30, 1985) is an American competition swimmer and the most decorated Olympian of all time, with a total of 28 medals. Phelps holds the record for most Olympic Medals, Olympic Gold medals in individual event for a male. By winning eight gold medals at the 2008 Beijing Games, Phelps took the record for the most first-place finishes at any single Olympic Games. Five of those victories were in individual events, tying the single Games record. In 2016 Summer Olympic in Rio, Phelps won 5 Golds and 1 Silver medals, making him the most successful athlete of the game for the fourth Olympic in a row.

Phelps is the long course world recordholder in the 100-meter butterfly, 200-meter butterfly and 400-meter individual medley as well as the former long course world recordholder in the 200-meter freestyle and 200-meter individual medley. Phelps's international titles and record-breaking performances have earned him the World Swimmer of the Year Award seven times and American Swimmer of the Year Award nine times as well as the FINA Swimmer of the Year Award in 2012. His unprecedented Olympic success in 2008 earned Phelps Sports Illustrated magazine's Sportsman of the Year award. After the 2008 Summer Olympics, Phelps started the Michael Phelps Foundation, which focuses on growing the sport of swimming and promoting healthier lifestyles.



Michael Phelps Swimming program is the most accomplished swimming program in the world. This is the exact method that was used to teach Michael Phelps and now to thousands of others in over 20 states in the US and over 9 countries. Michael Phelps Swim School includes programs & curriculum from 6 month old to all ages. The program is the designed by Michael Phelps, himself and his childhood coach Cathy. The vision & goal of this program is to grow the sport across globe for fitness, leisure, water safety & professionally.

This is the exact method that was used to teach Michael Phelps and thousands of others and it is now taught at 30 centres in the US and over 20 Countries on 6 Continents. With training on the 4 B's, exclusive learning & teaching strategies and the ability to lead participants through fundamentals using their bodies & minds, your staf will thoroughly develop children, adults, swimmers and triathletes.

PROGRAM OVERVIEW

WHAT MAKES OUR PROGRAM UNIQUE:

- 1** We provide you and your staff training on our 4 B's of swimming.
- 2** We include exclusive learning & teaching strategies, focused on the whole learning process.
- 3** We show you and your staff how to lead participants through fundamentals using their bodies & minds.
- 4** It is the first structured learn to swim program which is delivered in a curriculum format.

PEOPLE BEHIND THE PROGRAM

BOB BOWMAN, NBAC Head Coach and CEO

Bob Bowman became Head Coach and CEO of North Baltimore Aquatic Club (NBAC) in Baltimore on September 1, 2008. He lends his expertise and passion for the sport to the Michael Phelps Swimming. He also lends his vast connections throughout the sport, where he has relationships all over the globe. His key role is essentially guidance and connecting us with leaders in the sport.



CATHY LEARS BENNETT, MPS Director

Cathy Lears Bennett is Director of Michael Phelps Swimming, formerly known as the North Baltimore Swim School. She began teaching young children to swim in the 1960s and became Michael Phelps first swim instructor when he was 5 years old. Bennett is the main author of the materials in the Michael Phelps Swimming Training Workshop manual.



HILARY PHELPS, Creative Head of MPS

Hilary Phelps is the Creative Head of Michael Phelps Swimming. She has been actively involved in the international assignments for Michael Phelps Swim School. She takes care of the training and development of instructors of Michael Phelps Swimming.



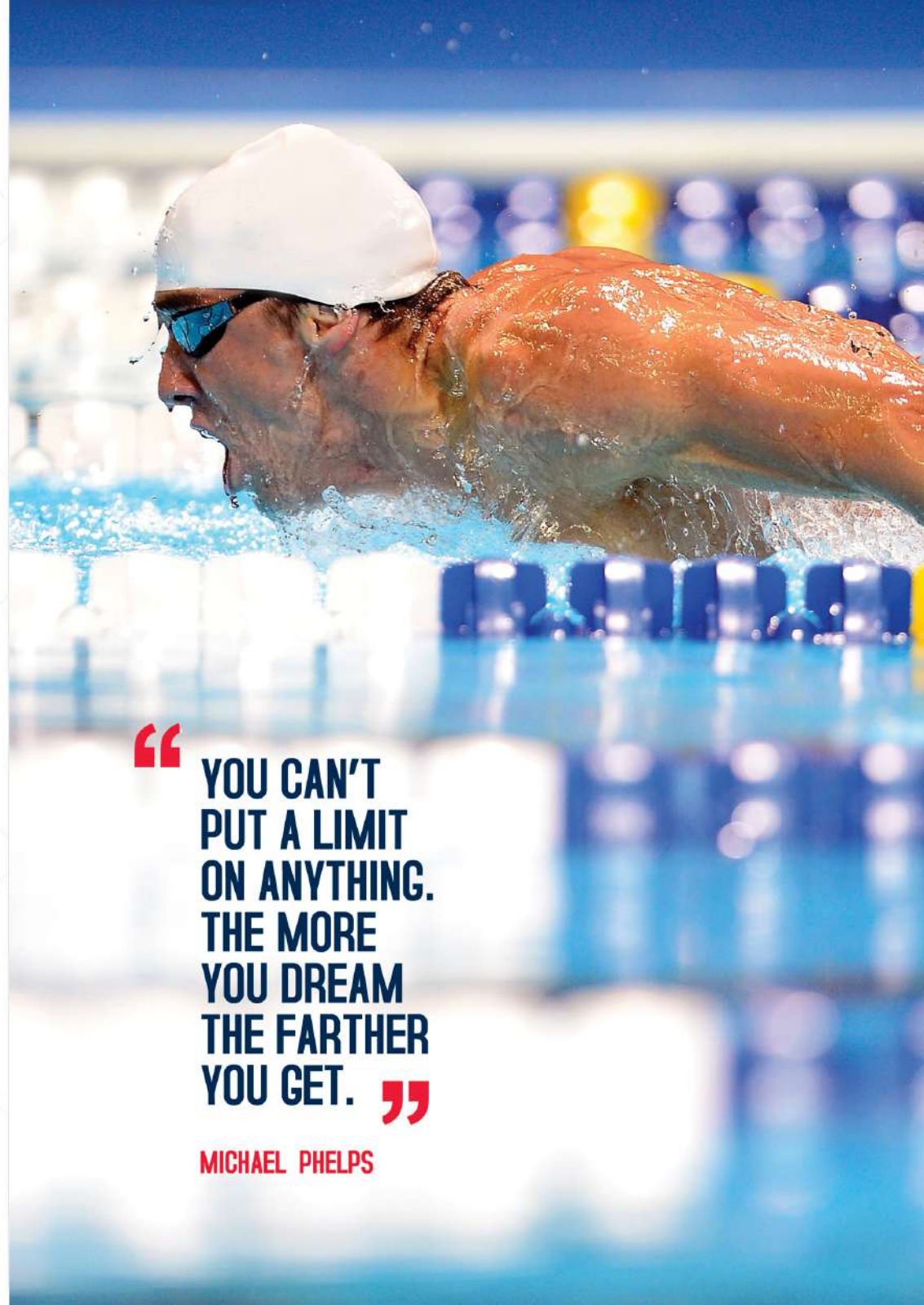
ANNIE TURNER LAWLER, MPS Instructor and Master Swim Coach

Annie Turner Lawler is the Senior Swim Instructor and Instructor Trainer at Michael Phelps Swimming. She developed and wrote the portions in this manual about the Get Wet program and the Michael Phelps 16-week Adult Beginners Training Program. Lawler is also a master's swim coach at the Meadowbrook Aquatic & Fitness Center.



JESSI HOLMAN AHART, MPS INSTRUCTOR AND PERSONAL TRAINER

Jessi Holman Ahart is an instructor with Michael Phelps Swimming. She started with the North Baltimore Swim School in 2002. She began teaching children's swimming lessons in 1995 with Hafler Aquatics in Oakland, CA, while completing her teaching certificate.



“ YOU CAN'T PUT A LIMIT ON ANYTHING. THE MORE YOU DREAM THE FARTHER YOU GET. ”

MICHAEL PHELPS

HISTORY & PHILOSOPHY

Cathy Bennett, who was Michael Phelps first swim instructor, has carefully constructed this program over 30 years. With degrees in child psychology and early childhood education, she has developed a program that focuses on building comfort, confidence and a feeling for the water in each participant. Rather than teach by cause and effect and "box checking" of skills, our method is to holistically teach learning strategies for life long swimming safety, all of which are based on what we call the 4B's of swimming: Breathing, Balance, Buoyancy, and Breath Control.

THE 4B'S OF SWIMMING

BREATH CONTROL

The timing and taking of breaths and the gentle purging of air immediately prior to a head turn.

BALANCE

A state of equilibrium; equal distribution of weight.

BUOYANCY

Gives the swimmer the power to float and rise in the water.

BODY POSITION

This is important for moving the body through the water in the most efficient way possible with the least amount of resistance.

Not only do we create great swimmers, we create great learners. We believe that without proper learning strategies, participants may become forever dependent on information. Learning involves understanding fitting information into context to give it meaning. We teach effective strategies of fitting the underlying principles of swimming into the larger context of our minds and bodies process the ability to swim. By creating better learners, we've seen participants show an ability to learn better even outside of the pool. We don't just teach people to swim, we create great swimmers and better learners.

WHY CHOOSE THE MICHAEL PHELPS SWIM SCHOOL?

Summer is around the corner and thoughts typically turn to swimming. The Michael Phelps Swim School have been helping children learn to swim and feel safe in the water for over 20 years. Our centres enables to work on swim skills year round - not just in the summer.

Why choose the Michael Phelps Swim School? Why focus on swimming year round instead of the few weeks prior to the summer?

Learning to swim is a process.

The first step to that process is to help our swimmers (young and old) to understand the properties of water. It is our goal to teach our swimmers how the water will help them swim and how the water can keep them safe. Teaching a child to swim with their head in the water is one of the first steps to allow them to feel comfortable and in control when in the water.

All of our instructors are versed on the best swimming techniques and skills. They know that helping a swimmer find their own buoyancy in the water and showing them how to make subtle changes to ensure comfort is of utmost importance when learning to swim. They know that correct body position sets up the ability to perform proper strokes. Stroke dynamics may change as a child grows, but with a true understanding of buoyancy, balance and good breath control, the stroke changes are relatively simple to make.

At Michael Phelps Swimming, we are working to make sure children and adults are comfortable, confident, and safe in the water. We know that every swimmer has different goals, and we work hard to give them the tools they need to improve. Learning to swim is a process - and it's fun!

GLOBAL PARTICIPANTS

AND LOCATIONS



WE HAVE 16 COMMERCIAL LOCATIONS IN THE UNITED STATES.

| | 2013 PARTICIPATION | LOCATION |
|--------------------------------------|--------------------|-----------------------------------|
| Meadowbrook | 4,350 | Baltimore City, Maryland |
| Merritt (3 locations) | 1,640 | Baltimore County, Maryland |
| Velocity Aquatics (2 locations) | 2,650 | Bufalo, NY & Rchester NY |
| Western Athletic Clubs (8 locations) | 4,400 | San Francisco, CA & San Diego, CA |
| Michael Phelps Skill Center | 2,640 | Saco, Maine |
| | 15,680 | Total Participants in 2013 |

THE HEADLINES NEED TO BE CHANGED AS BELOW -
 TAUGHT MORE THAN 100000 SINCE THE LAST 20 YEARS
 TAUGHT MORE THAN 30000 SINCE MICHAEL PHELPS GOT INVOLVED IN 2009

CENTRES IN INDIA

| Centre Name | Participation in 2018-19 | Location |
|-------------------------------|--------------------------|-----------------------|
| The Classique Club | 1700 | Andheri West |
| Badhwar Park | 1500 | Cuffe Parade |
| Evershine Club | 1400 | Kandivali East |
| I Land Academy | 700 | Wadala |
| Club Aquaria | 2000 | Borivali West |
| Millennium Club | 1000 | Sanpada |
| Rubiinus Fitness & Spa | 700 | Kandivali West |
| E Square | 700 | University Road, Pune |
| Nitro Fitness & Wellness Club | 300 | Kalyani Nagar, Pune |
| Amanora Park Town | 200 | Hadapsar, Pune |

AUTHORISED AFFILIATED TRAINING CENTRES



AUTHORIZED TRAINING CENTRES IN INDIA

CENTRES IN MUMBAI

THE CLASSIQUE CLUB

The Classique Club is an elite club hotel located near to the Infinity mall at Andheri West Mumbai. Michael Phelps Swimming started its operation at The Classique Club in October 2015. We received a warming welcome, with 200 participants enrolling into the program. Also we conducted Stroke Clinics for a Punjab national swimmer at Classique Club with Benjamin Garbart.



AJMERA I LAND ACADEMY

Ajmera I Land Academy is the first Michael Phelps Swimming centre in Mumbai. I Land Academy is an epicenter of various sports for the newly planned Bhakti Park in Wadala. I land academy is managed and operated by The Sports Gurukul which is also conducting Michael Phelps Swimming in collaboration with Waveline Sports at I Land Academy. Its location and connectivity allows many schools and participants to join in the program.



EVERSHINE CLUB

Evershine Club is a state of the art club with amenities and facilities for its members. It is located in Thakur Village, Kandivali East. The Michael Phelps Swimming program was started at Evershine Club in October 2015 and since then it has got more than 200 participants which are a mix of members of the club and nonmembers from nearby vicinity.

BADHWAR PARK

Badhwar Park is a Railway Officer's Residence complex in the south Mumbai locality of Cuffe Parade. Badhwar Park has a beautiful swimming club where Michael Phelps Swimming program is conducted. Here, one will find a relaxing atmosphere with ample of space on the deck covered with beautiful plants, trees and birds always chirping around. Our staff with ample of experience and training are conducting swimming programs, competitive training, aqua aerobics and events.



CENTRES IN PUNE



CLUB AQUARIA

Club Aquaria is a private member's club leading in providing splendid fitness, recreation, relaxation and hospitality unrivaled and efficient service. Its located just 500 metres from Western Express Highway and link road at the finest location of Devidas Lane. Michael Phelps Swimming is being conducted at Club Aquaria since October 2016.



NITRO WELLNESS & FITNESS CLUB

Fitness Centre in Kalyani Nagar, Pune. A Beautiful Fitness Club which recognized as one of India's premium fitness destinations. Nitro Wellness & Fitness Club has been the centre of Michael Phelps Swimming since April 2018.

CLUB MILLENNIUM

Club Millennium is a Club house of Millennium Towers in Sector 9, Sanpada. Club Millennium offers club house/community center, fitness and Swimming Pool facility.



E SQUARE

E Square is a Hotel and Multiplex located at University Road. A Beautiful Boutique Hotel has been the centre of Michael Phelps Swimming since April 2018.



RUBIINUS FITNESS & SPA

Rubiinus Fitness & Spa in Kandivali West is a one of its kind centre which provides top notch health & fitness service. Rubiinus Fitness & Spa has been the centre of Michael Phelps Swimming since February 2019.



AMANORA PARK TOWN CLUB

A covered Swimming Pool with amazing neighbouring green zone and 2.5 acres of Lake. Amanora Club has been the centre of Michael Phelps Swimming since April 2018.

BRAND LICENSEE



GERA DEVELOPMENTS PRIVATE LIMITED

Goa & Pune - Gera Developments based out of Pune, creators of premium residential and commercial projects. Gera Developments has collaborated with Michael Phelps Swimming to offer Michael Phelps Swimming Method Swimming lessons to residents in the complexes constructed by Gera in Goa & Pune.

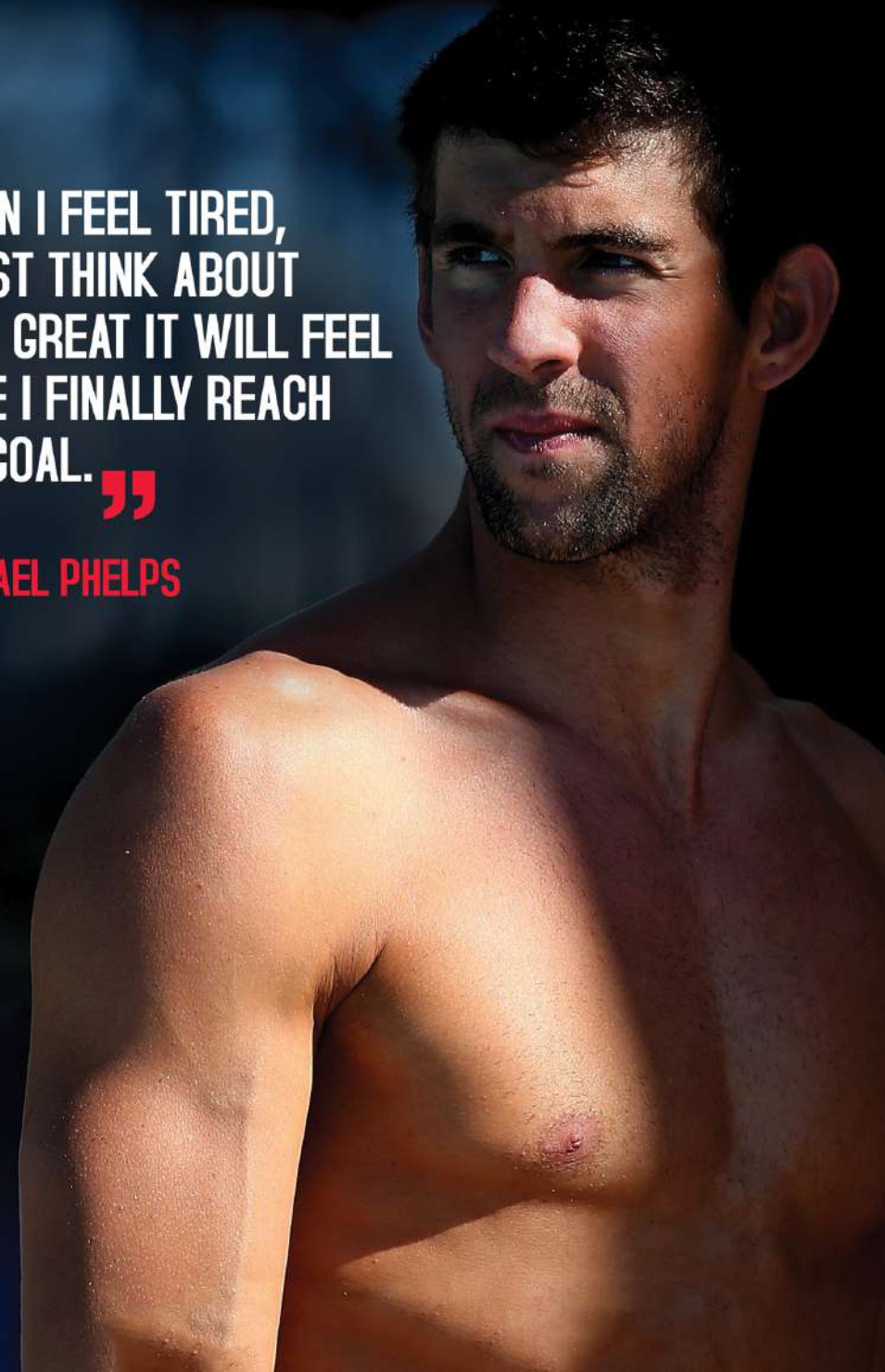
MERLIN GROUP

Merlin Group is the leading real estate builder and developer in Kolkata. Merlin Group has collaborated with Michael Phelps Swimming to offer Michael Phelps Swimming Method Swimming lessons at their Sports City project in Kolkata. Merlin Group would have a sports city which would be conducting training for 6 sports for participants across Kolkata.



“
WHEN I FEEL TIRED,
I JUST THINK ABOUT
HOW GREAT IT WILL FEEL
ONCE I FINALLY REACH
MY GOAL.”

MICHAEL PHELPS



PROGRAMS & CURRICULUM

GET WET

Get Wet is a parent and child class for children three years of age and younger (exceptions are made for older children). While focusing on water comfort, games, and relaxing in a warm water environment, parents are encouraged to challenge each child's skills and level of comfort in the water. Continually under the guidance of a competent instructor, the emphasis in Get Wet is on fun in the water!



PRE-BEGINNER

Pre-Beginner is our first class without parental involvement. Children must have reached the age of three to enroll in this level. The emphasis in Pre-Beginner is on basic water skills such as assisted and unassisted floating, blowing bubbles and retrieving items from the bottom of a shallow (3 foot) area. Listening to instructions and working within a group are stressed along with important water safety lessons. Pre-Beginner includes games and activities that build confidence while increasing the child's comfort and feel for the water. Finally, children will become comfortable swimming under the water. Pre-Beginner has two age divisions; the skills covered in the two divisions are identical.



BEGINNER

In Beginner, children are comfortable in the water, able to completely submerge and can float on their front and back. The emphasis in the beginner level is on development of confidence and feel for the water. Children remain in the Beginner level until they are swimming freestyle and demonstrating rotary breathing. It is anticipated that children will remain in this level for multiple sessions, as the skills to be mastered are quite broad and varied. Beginner has two age divisions, the skills covered in the two divisions are identical.



ADVANCED BEGINNER

In Advanced Beginner, freestyle (crawl stroke) skills are honed and other competitive strokes are introduced and taught. The emphasis in Advanced Beginner is on confidence with freestyle and building comfort with other strokes. Children should be able to demonstrate rotary breathing, have mastered the air exchange process. Advanced Beginner has two age divisions; the skills covered in the two divisions are identical.



INTERMEDIATE

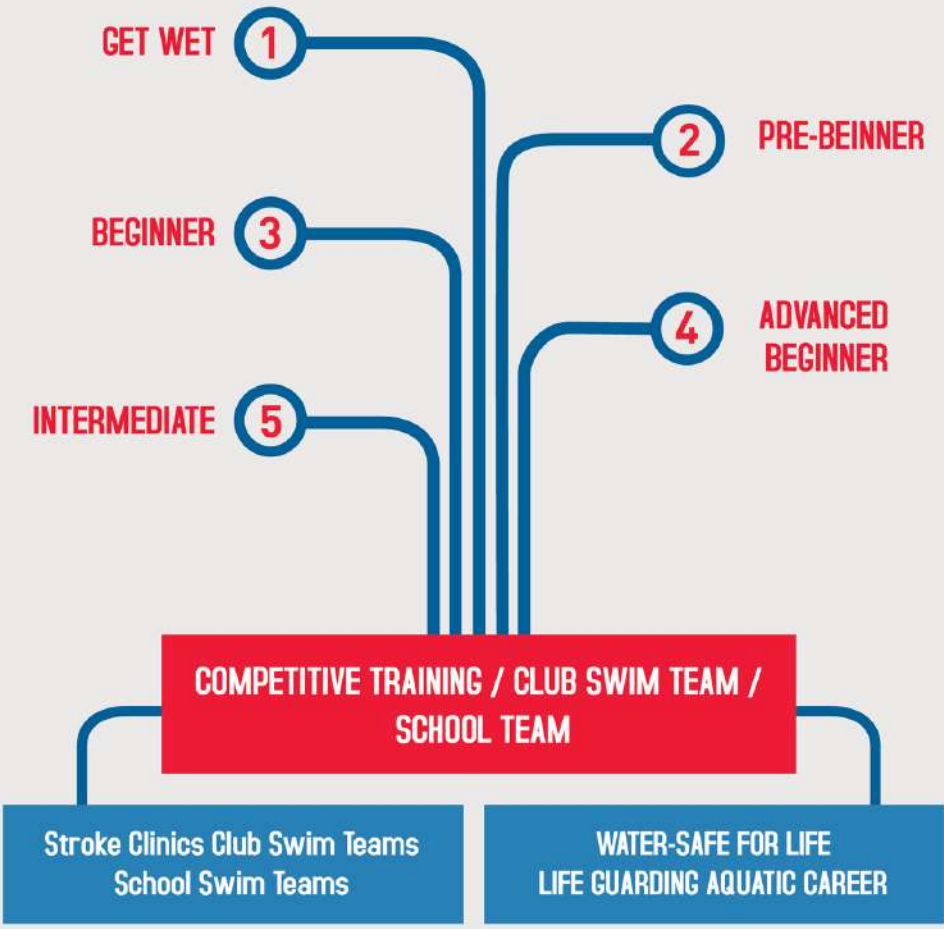
The Intermediate is the highest level of group instruction. Intermediate swimmers can swim for a distance unaided. Additionally, these swimmers demonstrate comfortable rotary breathing with freestyle, a competent backstroke, and a feel for the water. The fundamentals of breaststroke and butterfly are reinforced. These children will work to improve their skills so they can swim several laps of each.





OBJECTIVES

MICHAEL PHELPS
Swimming



OUR TRAINING TO COACHES

SAFETY FIRST

01

EMERGENCY
ACTION PLAN

02

KNOW YOUR
SURROUNDINGS

03

BEST
PRACTICES

04

BE PREPARED

EARLY CHILDHOOD DEVELOPMENT

Your understanding of children's developmental stages is essential to effective teaching at a Michael Phelps Swim School. Although individual children have their own timetable, all children go through a series of predictable stages.

JEAN PIAGET 4 STAGE COGNITIVE THEORY



SENSORY-MOTOR STAGE (BIRTH TO 2 YEARS)

During this stage senses, reflexes, and motor abilities develop rapidly. Intelligence is first displayed when reflex movements become more refined, such as when an infant will reach for a preferred toy, and will suck on a nipple and not a pacifier when hungry. Understanding of the world involves only perceptions and objects with which the infant has directly experienced. Actions discovered first by accident are repeated and applied to new situations to obtain the same results.



PREOPERATIONAL STAGE (2 - 7 YEARS)

The child in the preoperational stage is not yet able to think logically. With the acquisition of language, the child is able to represent the world through mental images and symbols, but in this stage, these symbols depend on his own perception and his intuition. The preoperational child is completely egocentric.

Although he is beginning to take greater interest in objects and people around him, he sees them from only one point of view his own. This stage may be the age of curiosity; preschoolers are always questioning and investigating new things. Since they know the world only from their limited experience, they make up explanations when they don't have one. It is during the preoperational stage that children's thought differs the most from adult thoughts.



CONCRETE OPERATIONAL STAGE (7 - 11 YEARS)

The stage of concrete operations begins when the child is able to perform mental operations. Piaget defines a mental operation as an interiorized action, an action performed in the mind. Mental operations permit the child to think about physical actions that he or she previously performed. The preoperational child could count from one to ten, but the actual

understanding that one stands for one object only appears in the stage of concrete operations. The primary characteristic of concrete operational thought is its reversibility. The child can mentally reverse the direction of his or her thought. A child knows that something that he can add, he can also subtract. He or she can trace her route to school and then follow it back home, or picture where she has left a toy without a haphazard exploration of the entire house. A child at this stage is able to do simple mathematical operations. Operations are labeled "concrete" because they apply only to those objects that are physically present.

Conservation is the major acquisition of the concrete operational stage. Piaget defines conservation as the ability to see that objects or quantities remain the same despite a change in their physical appearance. Children learn to conserve such quantities as number, substance (mass), area, weight, and volume; though they may not achieve all concepts at the same time.



FORMAL OPERATIONAL STAGE (11 YEARS AND OLDER)

The child in the concrete operational stage deals with the present, the here and now; the child who can use formal operational thought can think about the future, the abstract, the hypothetical. Piaget's final stage coincides with the beginning of adolescence, and marks the start of abstract thought and deductive reasoning. Thought is more flexible,

rational, and systematic. The individual can now conceive all the possible ways they can solve a problem, and can approach a problem from several points of view. The adolescent can think about thoughts and "operate on operations, not just concrete objects. He or she can think about such abstract concepts as space and time. The adolescent develops an inner value system and a sense of moral judgment. He or she now has the necessary "mental tools" for living his life.

ERIK ERICKSON – 4 STAGES OF SOCIALEMOTIONAL DEVELOPMENT

01

STAGE 1: THIS IS THE PERIOD FROM INFANCY THROUGH THE FIRST 1 OR 2 YEARS OF LIFE.

02

STAGE 2: THIS IS THE PERIOD FROM 18 MONTHS TO 3.5 – 4 YEARS.

03

STAGE 3: THIS IS THE PERIOD OF THE PRESCHOOL YEARS

04

STAGE 4: THIS COVERS THE SCHOOL AGE YEARS, MEANING THROUGH ELEMENTARY SCHOOL.



THE STROKES

FREESTYLE



BUTTERFLY



BACKSTROKE



BREASTSTROKE



MICHAEL PHELPS SWIMMING

IN INDIA

OBJECTIVES OF WAVELINE SPORTS:

To make India Water Safe

To teach 10,000 participants in 2020

To expand in other parts of India

To teach 100,000 participants by 2020

To create a platform for talent scouting for Competitive Training

To have an Olympic Participant and Champion graduating from Michael Phelps Swimming.

HOW DO WE DO IT ?

We partner with the locations with Pool like:



SCHOOLS



SWIM CLUBS



COMMUNITY & RECREATIONAL CLUBS



HOTELS AND TOWNSHIP CLUBS

WHY MICHAEL PHELPS SWIMMING AT YOUR LOCATIONS

EXACT WAY MICHAEL, LEARNT TO SWIM

A grass root, standardised program - the way Michael had learnt to swim, will help to teach participants correctly and become a strong feeder program for competitive world.

INCREASE IN PARTICIPANTS AND REVENUES

Michael Phelps Swimming program has witnessed a phenomenal growth in participants and increase in revenues. In certain cases, centers have increased their revenues with 500%.

CUSTOMER SATISFACTION

Increase in consumer satisfaction, more than 85% participants have voted the program excellent and want to extend their sessions for next levels.

BRAND RECOGNITION

Michael Phelps Swimming program allows you to use the IP, which helps the facility from Marketing and Branding point of view to promote their core USP's.

Golden tale of a boy who once hated water

American legend's sister recovers his early days



Michael Phelps (top) and his sister Hilary (bottom) in a swimming pool.

ಬೆಂಗಳೂರಿನಲ್ಲಿ ಫೆಲ್ಪ್ಸ್ ಸ್ವಿಮಿಂಗ್ ಆಕಾಡೆಮಿ



Michael Phelps and Hilary Phelps in a swimming pool.

Vijay Karnataka

Michael Phelps swim clinic launched in Bengaluru



Michael Phelps in a swimming pool.

Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

Michael Phelps swim clinic launched in Bengaluru



Michael Phelps in a swimming pool.

Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

Michael Phelps Swimming School Launched in India



Michael Phelps in a swimming pool.

Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

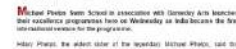
Sports NDTV

Phelps' swim clinic launched in Bengaluru

Bengaluru Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

TOI Hyderabad

Michael Phelps swim clinic launched in Bengaluru



Michael Phelps in a swimming pool.

Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

Newkerala

PHELPS SWIMMING CLINICS

Michael Phelps Swimming, in association with Gameday Arts, launched their swim excellence programmes in Bengaluru...

Bangalore Mirror

Deccan Herald

Mother, Sister's Bond With Michael To Create The Phelps Phenom



ALL IN THE FAMILY

Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

TOI Mumbai

Michael Phelps swim clinic launched in Bengaluru



Michael Phelps in a swimming pool.

Michael Phelps Swim School in association with Gameday Arts launched their swim clinic in Bengaluru on Saturday...

Free press journal

India

Free press journal

PRESS RELEASE

Phelps' first instructor, Cathy Bennett is confident the legendary American swimmer will make the cut for 2016 Rio Olympics despite recent troubles outside the pool

Bennett has no doubt that Phelps will be a leader again... Phelps was found guilty of drinking... Phelps' first instructor, Cathy Bennett...



Michael Phelps in a swimming pool.

Mid Day

Michael Phelps Swimming Comes to Mumbai

Mumbai: Michael Phelps Swimming, a global swimming programme, will be launched in Mumbai...

ಭಾರತೀಯ ಮನರಂಗರನ್ನು ಸ್ಪರ್ಶಿಸುವಾಗ

ಮೈಸೂರು: ಮೈಸೂರು ಮನರಂಗರನ್ನು ಸ್ಪರ್ಶಿಸುವಾಗ...

Phelps swimming programme to start in city



Michael Phelps in a swimming pool.

DNA

Phelps swimming programme to be launched in India



Michael Phelps in a swimming pool.

Phelps swimming programme to be launched in India

Phelps swimming programme to be launched in India...

The Times Of India

फेलप्स तैराकी कार्यक्रम भारत में शुरू होगा



Michael Phelps in a swimming pool.

Lokmat (Hello Mumbai)

फेलप्स तैराकी कार्यक्रम भारत में शुरू होगा



Michael Phelps in a swimming pool.

The Financial Express

फेलप्स तैराकी कार्यक्रम भारत में शुरू होगा



Michael Phelps in a swimming pool.

Navbharat

फेलप्स तैराकी कार्यक्रम भारत में शुरू होगा

Absolute India

फेलप्स तैराकी कार्यक्रम भारत में शुरू होगा

Mi Marathi

फेलप्स तैराकी कार्यक्रम भारत में शुरू होगा

PHOTO GALLERY



PHOTO GALLERY



SWIM DAY EVENT

BADHWAR PARK SWIM DAY



CLASSIQUE CLUB SWIM DAY



EVERSHINE SWIM DAY



CHRIS JACOB STROKE CLINIC

WAVELINE PRO TEAM CHAMPIONSHIP MEET





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