



Your Media Contact:
Alison Wandzura
Marketing & Communications
Swimco
604.202.7682
awandzura@swimco.com

**FOR IMMEDIATE RELEASE
May 10, 2010**

Swimco Celebrates 35 Years of Making Women Feel Good Half Naked!

Calgary, AB - Thursday May 13th, 2010 marks 35 years since Corinne Forseth started Swimco in the basement of her Calgary home. Initially a mail-order business for swim teams, Swimco is now Western Canada's premiere swimwear retailer, run by Corinne's daughter, Lori Bacon, along with her husband Dave Bacon and brother Steve Forseth.

In Swimco's early days, it was challenging to convince mall landlords to take a chance on a small independent retailer. The company has come a long way, now with [14 stores](#) in prominent malls across Western Canada. Their newest location in [Coquitlam Centre](#) (Coquitlam, B.C.) will have its grand opening on the same day as Swimco's 35th Anniversary this Thursday.

Swimco's President Lori Bacon was recently one of two Canadian [winners](#) of the 2010 Enterprising Women of the Year Award presented by [Enterprising Women Magazine](#). "After taking over the business from my mom over 25 years ago, it was an honour to be recognized for all of the hard work and dedication that has gone into this journey. At the end of the day, it's knowing that we make women feel confident in swimwear that continues to drive us", comments Bacon.

In celebration of their 35th Anniversary, Swimco is holding several in-store promotions:

- From May 10-16, customers can enter in-store to win a \$350 Swimco shopping spree (one winner per store).
- If you share your 35th birthday with Swimco (born May 13, 1975), bring your photo ID to any Swimco location on Thursday May 13th to receive a free swimsuit of your choice. Rules and regulations apply.
- Swimco is calling for submissions of stories from customers who shopped at Swimco out of the Forseth family basement or in the old Swimco warehouse in Calgary's *Phillips Park* in the 1980's. Stories can be submitted until May 16, 2010 to storycontest@swimco.com, and a \$100 Swimco shopping spree will be awarded to the author of the best story.

*Swimco's ongoing mission is to instill confidence in customers by fitting them with swimwear that makes them look and feel their best. Click **HERE** to download an image of Lori Bacon and/or a Swimco storefront. More info at www.swimco.com.*

http://media3.marketwire.com/docs/Lori_Bacon.jpg

http://media3.marketwire.com/docs/Storefront_swimco.jpg