

About Swimco

Western Canada's leading swimwear retailer, Swimco, is a family-owned company founded in **1975** by Corinne Forseth. Corinne had difficulties finding suitable swimwear for her kids' swim teams and it was important to her that her kids felt confident in their team swimsuit, so she took matters into her own hands and created Swimco, a mail-order swimwear business in the basement of her home. In the beginning, the business catered to the needs of swim teams, lifeguards and fitness swimmers across Canada.

In **1980**, Lori Bacon joined her mother's business, and together they added fashion swimwear to Swimco's product offering. Also on board were current Swimco co-owners Steve Forseth (Lori's brother) and her husband Dave Bacon. A modest office and retail location soon expanded to three retail locations in Calgary.

In **1988**, Swimco moved into the Vancouver market, and continued its steady expansion into strategic locations throughout British Columbia and Alberta.

On **December 1, 2011** Swimco acquired a similar format swimwear retailer, "Swimwear Etc" increasing its store count from 14 to 22, and expanding its reach into all four Western Provinces. With the closing of the deal, Swimco became one of the largest swimwear retail chains in North America, employing over 240 people in the stores and the head office in Calgary, Alberta.

In **May 2014**, Swimco launched their ecommerce platform outfitting customers all over Canada. **Today**, Swimco caters to warm destination travelers, offering the best in swimwear and resort wear for women, men and kids year round. From the latest trends to specialty swimwear and accessories, including a diverse selection of apparel for water fitness enthusiasts, Swimco prides itself on offering a diverse market selection.

Swimco believes that everybody and every *body*, deserves to feel confident in a swimsuit and by providing swimwear that allows people to look and feel their best, it allows everyone to get the most from the best times of their lives.

As part of each community they serve, Swimco treats customers with respect, integrity and empathy. Swimco helps customers feel good half naked through selection of swimwear year round in store and online.

For more information about Swimco, including access to our online store and full list of retail locations, please visit us at:

Website: www.swimco.com

Facebook: <https://www.facebook.com/swimco>

Twitter: @swimco

Instagram: <http://instagram.com/swimco/>

Pinterest: <http://www.pinterest.com/swimco/>

Biography

Lori Bacon President and Owner

Lori has been in the swimwear retail business for nearly 40 years. Swimco was founded by Lori's mother, Corinne Forseth, in the early 1970s when it was just a small home-based mail order business primarily catering to swim clubs and lifeguards. In the 1980s, Lori and her mother were joined by Lori's husband Dave and her brother Steve, who together grew the business into Western Canada's largest swimwear retailer with 22 bricks and mortar stores and an online web store.



Lori graduated from the University of Calgary with a Bachelor of Commerce. Lori manages many aspects of the business, and her primary responsibility lies in overseeing the buying process and marketing. Lori is a Women Presidents' Organization Platinum Member. In 2011, Lori was named a Business Leader of Tomorrow by Business in Calgary Magazine. In 2010, she won the Enterprising Women of the Year award, and was the 2008 recipient of Swimco's Calgary Award for Commerce.

Lori is committed to ensuring that Swimco is doing its part to give back to the community. Swimco has largely supported Special Olympics Canada and Look Good Feel Better®, Canada's charitable program dedicated to empowering women to look good and feel better when treating cancer, which gives them confidence.

The Swimco Experience

- **We Believe**

Everybody – and *every body* – deserves to feel confident in swimsuit. Confidence makes you braver, happier, more adventurous and more alive. Confidence is your passport to get the most out of the best moments of your life.

When you look good, you feel good, and when you feel good, you are free to enjoy every moment of your next adventure.

Swimco: Feel Good Half Naked

- **Fit Experts**

Swimco prides itself in providing exceptional customer service when it comes to swimwear shopping. Swimco's Fit Experts are there to answer all customer questions and help ensure a positive swimwear shopping experience. At Swimco, they believe that everybody and every body deserves a swimsuit that allows them to feel good half naked.

- **Relationships**

With 40 years of experience, Swimco has been able to build relationships with their customers and understand their needs. Swimco is able to tailor merchandise depending on their markets and customers. Swimco prides itself on strong partnerships with its swimwear suppliers, allowing Swimco to provide the best selection for its customers.

- **Calgary-Based Family Business**

Swimco is a family business that was started in 1975 by Corinne Forseth. Corinne's daughter, Lori Bacon now leads the company along with her brother Steve Forseth and husband David Bacon. Lori and David's son, Brett, has joined the Swimco team in the Marketing department and as the lead in Store Resource Procurement.

- **Swimco Cares**

Swimco supports the community and is committed to giving back. From supporting local swimming events to supporting women with cancer, the opportunity to help those in the community is central to the organization.

Swimco has also been involved in several Special Olympics fundraisers including the Motionball gala in Calgary.