



2024-2025 EVENT SUMMARY



HISTORY

A RICH CHICAGO TRADITION TO CELEBRATE ★★★★★

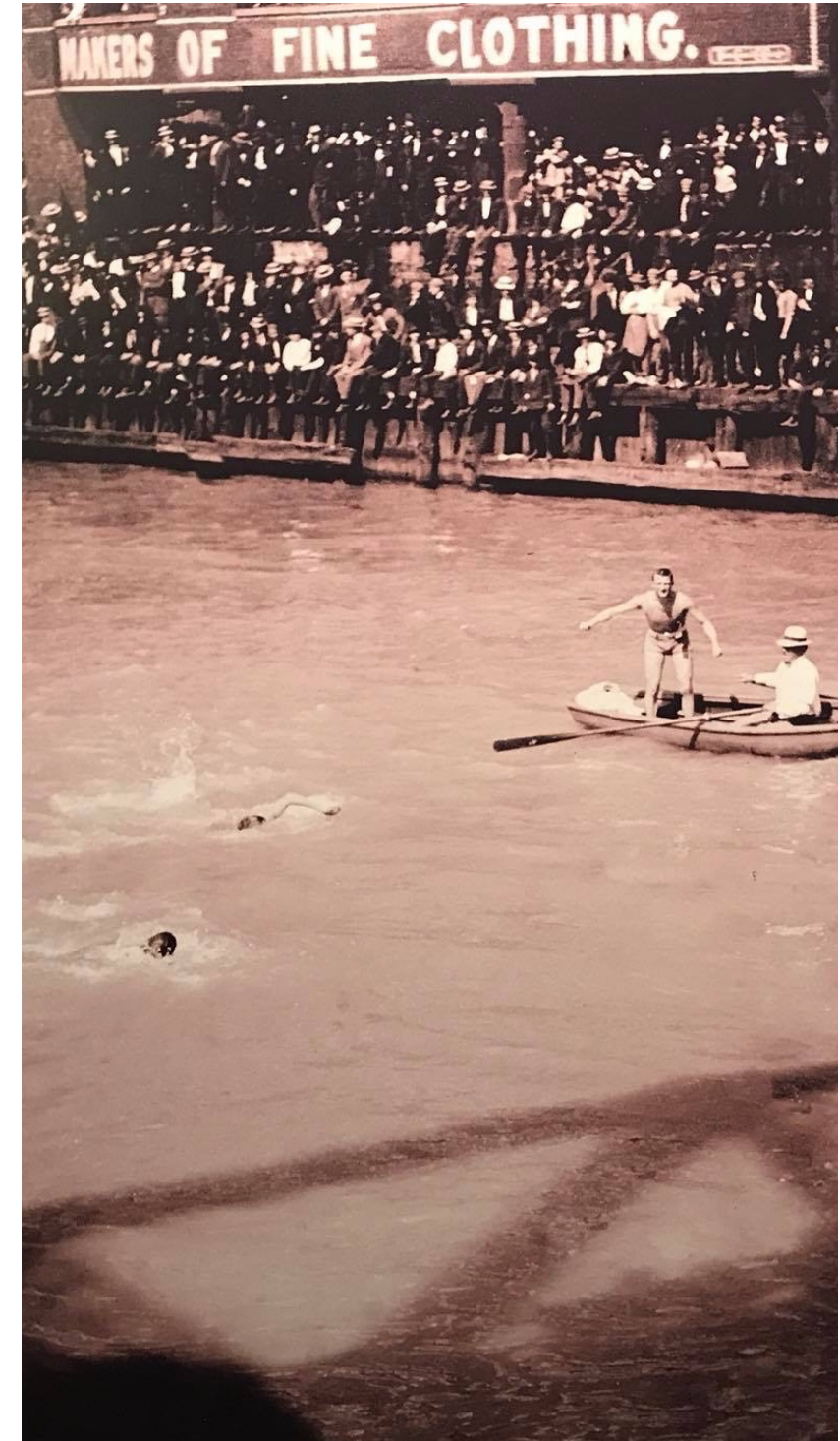
The Chicago River's flow was reversed 125 years ago to draw fresh water from Lake Michigan and clean a polluted river. To celebrate the waterway's drastic turnaround, the Illinois Athletic Association hosted a series of open water swims in 1908. The swims attracted the highest-profile swimmers and more than 100,000 spectators.

The events were abandoned in the late 1920s as industrial discharge and street runoff again poisoned the river. Through activism and legislation born in the 1960s and 1970s, the Chicago River is now at its cleanest levels on record.

1908 First River
Swim Held

1927 Last River
Swim Held

100K Estimated
Crowd Sizes



A GLOBAL REACH

2024 BY THE NUMBERS ★★★★★

\$200K	Charitable Donations	+1B	Total Media Reach
+6,000	Unique Donors	+300	News Story Pick-ups
+2,000	Event Spectators	29K	Monthly Web Page Views
1,200	Swimmer Applications	90K	E-Mails Distributed
500	Swimmers Selected	172K	Organic Social Impressions
200	Final Event Participants	1,100	Instagram Followers



A GLOBAL REACH



2024 APPLICANT DEMOGRAPHICS ★★★★★

1,160
Total Number
of Applicants



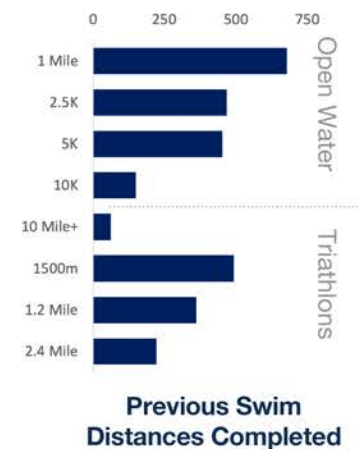
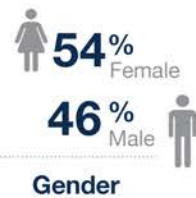
500
Initially
Selected



200
Actual
Swimmers



100% Experienced Swimmers



- Countries
- Australia
 - Canada
 - Colombia
 - Croatia
 - Great Britain
 - Honduras
 - Mexico
 - New Zealand
 - Peru
 - Spain
 - United States
 - Uruguay

- Top States
- California
 - Colorado
 - Florida
 - Illinois
 - Indiana
 - Michigan
 - Minnesota
 - New York
 - Ohio
 - Pennsylvania
 - Texas
 - Wisconsin

A GLOBAL REACH

2024 MEDIA IMPACT ★★★★★

The Chicago River Swim is the talk of the town! Since the April 2024 launch, media outlets around the globe picked-up the story and reached a massive audience with overwhelmingly positive sentiments. Pent-up interest is expected to significantly expand media coverage in 2025.

+1B

Total Media Reach

+300

News Outlet Pick-Ups

80%

Pos. or Neutral Sentiments

#9

Most Viewed Press Release*


* Endurance Sports Wire national ranking

AP

ASSOCIATED PRESS

Chicago River Swim to make history as first open water event in nearly 100 years


April 3, 2024 | 42.3M Reach



BARSTOOL SPORTS®

[We] swam the Chicago River, so now the entire city is going to do it...


April 3, 2024 | 2.57M Reach



CBS NEWS

How American cities are rethinking their urban rivers

Oct 21, 2024 | 2.71M Reach



Chicago Tribune

Despite location change and downpours, swim draws hundreds to the lakefront

Sep 22, 2024 | 5.65M Reach

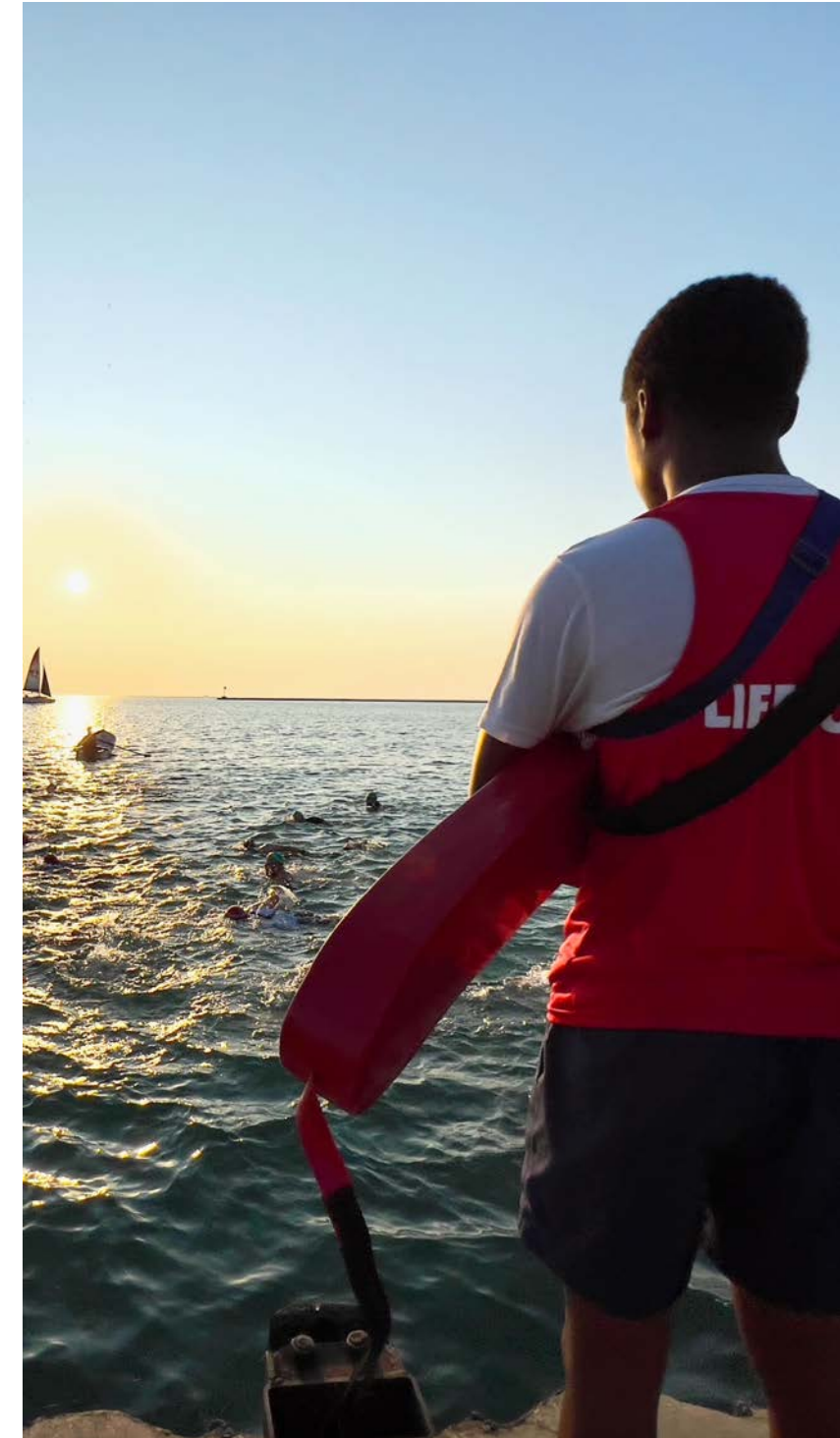


SAFETY

A 100% COMMITMENT TO SAFETY ★★★★★

The Chicago River Swim Safety Plan exceeds industry standards by using proven protocols from similar events and scaling-up personnel and watercraft support. The Safety Plan:

- Has evolved over the past 12 years
- Is authored by 20-year event managers from the Chicago Triathlon and 12 other nationally-acclaimed swimming events
- Has embraced input and refinement from:
 - All City Safety Departments (CFD, CPD, CDOT)
 - Race Directors of urban swims around the world
- Is more comprehensive than the analogous plans for St. Patrick's Day River Dyeing, the Rubber Duck Derby, and even the New Years Eve Fireworks events
- Has been benchmarked against open water swimming events around the world and is the most conservative overall



SAFETY

CHICAGO RIVER EVENT CROWD COMPARISONS ★★★★★

Thousands of spectators safely line the Chicago River for other events, including drawbridges, Upper Wacker Drive, and the Riverwalk:



St. Patrick's Day River Dyeing
March



Rubber Duck Derby
August



New Years Eve Fireworks
January

PHILANTHROPY

2024 CHARITABLE IMPACT ★★★★★

Regardless of the venue change, the inaugural event provided a massive impact to the Chicago community, thanks especially to the perseverance, positivity, and patience of the entire swim field.

\$200K

Total Donations

+6,000

Unique Donors

408

Individual Fundraisers

131%

Collective Amount Raised vs. Minimum



\$150,000

Donated to the Ozdinler Lab at Northwestern University's Feinberg School of Medicine in support of critical ALS research.



\$50,000

Donated to The Salvation Army Ray & Joan Kroc Corps Community Center to provide swim lessons for 2,000 inner-city youth.

URBAN SWIMMING

PROGRESSIVE CITIES AND URBAN SWIMMING ★★★★★

Chicago will join a sisterhood of progressive cities around the world who already host swims in their signature waterways:



Amsterdam City Swim
Amsterdam Canals



New York City Triathlon
Hudson River



2024 Paris Olympics
Seine River

Other Renowned Urban Swims

- Berlin
- Boston
- Copenhagen
- London
- Monterrey
- Munich
- Ottawa, Ontario
- Port Macquarie, Australia
- Portland
- Remich, Luxembourg
- Washington DC
- Zurich

2025 EVENT DETAILS

LET'S SWIM THE RIVER! ★★★★★

The 2025 event is intended to return to the Chicago River, with hopes of navigating through its bridges, Riverwalk, and skyline. Organizers are actively working with the City of Chicago and relevant public safety agencies to ensure a safe and successful event. Details will be unveiled at chicagoriverswim.org

SEP 21 Proposed
Date

10K Estimated
Spectators

07:00 Start
Time

500 Expected
Swimmers

10:00 End
Time

+150 Safety
Personnel



2025 EVENT DETAILS

SWIM COURSE ★★★★★


Participants will have the once-in-a-lifetime experience to swim along a half-mile stretch on Chicago's beautiful Riverwalk. The looped course will offer one-mile and two-mile distances.



ADVOCACY

KEY CRS SUPPORTERS ★★★★★

Event organizers are grateful for a myriad of supporters who aspire to close the loop on the full, and once-unthinkable, rebirth of our Chicago River, including:

Organizations	Individuals
<div><div><div>THE MAGNIFICENT MILE[®]</div><div>MICHIGAN AVENUE DISTRICT CHICAGO</div></div><div><div></div><div>CHICAGO LOOP ALLIANCE</div></div></div> <div><div>Friends of the Chicago River</div><div></div></div> <div><div></div><div>STRATEGIC COMMUNICATIONS</div></div>	<div>Alderman Brian Hopkins</div> <div>Alderman Byron Sigcho-Lopez</div> <div>Alderman Will Hall</div> <div>Alderman Jason Ervin</div> <div>Alderman Ronnie Mosley</div> <div>Congressman Mike Quigley</div> <div>Congresswoman Jan Schakowsky</div> <div>Honorable Toni Preckwinkle</div>



CONTACT US

ORGANIZING TEAM ★★★★★

The Chicago River Swim is the signature event of A Long Swim, a 501(c)3 charitable organization raising funds for ALS collaborative research. The organization was co-founded by Doug McConnell and his sister, Ellen, whom, along with their father, has since been lost to ALS. Over the years, this team has contributed more than \$2M toward ALS research at Northwestern University’s Feinberg School of Medicine.

Doug McConnell, Founder

 DMcConnell@vissantcapital.com

 312-203-0745

Chicago River Swim

 chicagoriverswim.org

 info@chicagoriverswim.org

 333 N. Michigan Ave, Suite 2300, Chicago

