



Contact:

Christine Crissman, Executive Director
The Watershed Center Grand Traverse Bay
ccrissman@gtbay.org
231.935.1514 ext. 1

FOR IMMEDIATE RELEASE

REGISTRATION OPEN FOR 2025 SWIM FOR GRAND TRAVERSE BAY

Traverse City, MI; November 15, 2024 – Registration for the 2025 Swim for Grand Traverse Bay opens Friday, November 15th at 8am at swimfortgbay.org. The Swim for Grand Traverse Bay is a unique, open water swim event to benefit The Watershed Center that will take place on Saturday, August 9, 2025, in Suttons Bay. The registration fee is \$45 per swimmer.

“We can’t wait to get back into the water with our community of passionate swimmers,” said The Watershed Center’s Executive Director Christine Crissman. “For five years, we’ve had the privilege of witnessing the incredible achievements and shared moments of triumph with our swimmers. We’re looking forward to welcoming new and familiar faces and making more memories together next year.”

The Swim for Grand Traverse Bay is a 2-mile, open water swim event open to swimmers of all levels who are 18 or older. In addition to taking on the challenge of an open water swim, swimmers fundraise to support The Watershed Center’s efforts to protect rivers, lakes, wetlands, and beaches throughout the Grand Traverse Bay watershed. Swimmers will gather for a pancake breakfast after the race to celebrate their accomplishments in the water, as well as their positive impact on protecting healthy water.

The Swim for Grand Traverse Bay is The Watershed Center’s biggest fundraising event. According to The Watershed Center’s Director of Philanthropy Michelle Handke, “The money raised through business sponsorships and individual swimmer fundraising for this event is critical to sustaining aspects of our work that aren’t supported by other funding sources.” Swimmers are only required to fundraise a minimum of \$150 to be eligible to participate and swimmers can cover their own fundraising minimum if they want to participate but have limited capacity to fundraise across their network. To date, the Swim for Grand Traverse Bay has raised almost \$178,000 to protect Grand Traverse Bay and its surrounding waterways.

Visit swimfortgbay.org to learn more about the 2025 Swim for Grand Traverse Bay.

###

About The Watershed Center Grand Traverse Bay

The Watershed Center is a non-profit organization that advocates for clean water in Grand Traverse Bay and acts to protect and preserve its watershed. The Watershed Center blends



scientific and policy expertise with education, advocacy, collaboration, and solution-oriented actions to serve as a multi-faceted resource for the community. Learn more at gtbay.org.