

Fact sheet

About Swim Serpentine

Swim Serpentine is a one-day open water swimming festival held at the beautiful Serpentine Lake in Hyde Park – a venue made famous by the London 2012 Olympic swimming and triathlon events.

We can't wait to get back in the water on Saturday 14 September 2024 for the seventh edition of Swim Serpentine – and hope all our participants (and newcomers to the event) feel the same!

Swim Serpentine offers your charity a brilliant opportunity to engage with people who are keen to take part in a fun, friendly mass participation event – whether they're regular open water swimmers or trying the increasingly popular sport for the first time.

Swim distances for all abilities

As in previous years, 2024 Swim Serpentine will host the following events:

● Half-mile swim

An achievable, but for some still challenging, swim – ideal for those who are new to open water swimming.

● One-mile swim

Covering one full lap (1.6K) of the Serpentine, swimmers can take anywhere between 20 minutes and one hour to complete this distance.

● Two-mile swim

Aimed at more experienced swimmers who've previously completed a one-mile open water swim, the two-mile swim is also one of the events

that makes up the London Classics challenge – visit the London Classics website to find out more.

● Six-mile swim (called the Super Six)

An exciting and demanding challenge! Please note that Super Six swimmers will need to complete the full distance in one continuous swim – they won't be able to mix waves or exit the water between each mile, as was the case in previous years (2019 and earlier). Check out the Swim Serpentine website for more details.

The distances you focus on in your communications to supporters will depend on the types of places you have available in the event. Some of the assets in this toolkit can be adapted to reflect this (such our email templates), while the provided social posts will work for all swims – they focus on motivating your supporters to join you, no matter what their chosen swim distance!

Fundraise with Enthuse

Our official online fundraising partner for Swim Serpentine, Enthuse, provides a user-friendly platform that gives you, your supporters and their donors the best possible fundraising experience.

With Enthuse, you don't even need to ask your supporters to set up a fundraising page, as this will be created for them on the official Swim Serpentine fundraising platform when they sign up for the event. If your charity has not yet registered with Enthuse, please contact the team [here](#).

We wish you every success in your Swim Serpentine campaign and look forward to seeing you in September!