

EventScotland™

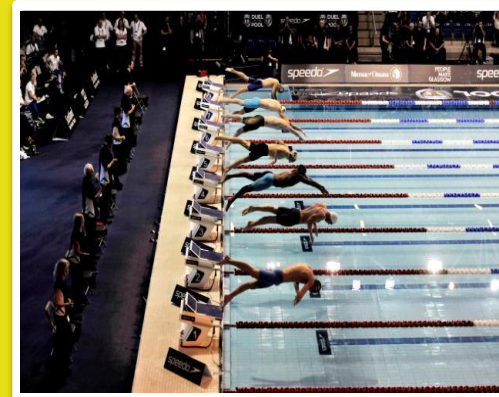


Duel in the Pool

Tollcross International
Swimming Centre

20th – 21st December 2013

Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.



**AMOUNT
AWARDED
£100,000**

Almost **800K** views
via NBC
in America and
aired in
8 countries

This head-to-head, made-for-TV duel was created by USA Swimming to showcase the world's best swimmers in a non-Olympic year. The event provided a strong media platform for the newly refurbished Tollcross swimming pool, a key Glasgow 2014 competition venue.

75 elite
athletes

NUMBER OF
SPECTATORS OVER
3k

“ We have staged some fabulous international sporting events during the last 12 months here in Glasgow, particularly since the opening of the Emirates Arena. However, I have to say that the Duel in the Pool stands at the very pinnacle of all those events in terms of the quality of competition, event atmosphere, and sport presentation. (Ian Hooper, Director of Sport and Special Projects , Glasgow Life) ”

IN PARTNERSHIP WITH BRITISH SWIMMING.



You can find more case studies of international events at www.eventscotland.org. For more information about the Games Legacy go to www.legacy2014.co.uk