



**For Immediate Release**

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**Adolph Kiefer & Associates Sponsor Sweepstakes to  
U.S. Olympic Swimming Trials in Nebraska**  
*2008 U.S. Olympic Team Trials Preview of Swimmers and  
Kiefer Swimming Support*

**Zion, Ill./Omaha, Neb. (June 3, 2008)** – Adolph Kiefer & Associates is partnering with USA Swimming, the national governing body for the sport of swimming, to promote the U.S. Olympic Swim Trials event being held June 29<sup>th</sup>-July 6<sup>th</sup> at the Qwest Center in Omaha, Nebraska.

The partners are sponsoring a sweepstakes, The Ultimate Swimmer’s Getaway package giveaway: a trip for two to the U.S. Olympic Swimming Trials in Nebraska. The three-day, two-night package has an estimated value of \$1,500. The trip for two will include airfare, accommodations, a gift certificate to the Aqua-Zone valued at \$100 and a \$200 Visa card. To enter the U.S. Olympic Swimming Trials sweepstakes, visit the Adolph Kiefer & Associates web site at [www.kiefer.com](http://www.kiefer.com) or at [usaswimming.org](http://usaswimming.org). Contestants cannot enter at the trials event.

Competitive and recreational swimmers, swim coaches and fans who are unable to attend the Swimvitational and the Olympic Trials this summer in Omaha can support U.S. swimmers by sporting Swimvitational, U.S. Olympic Trials and Olympic Summer Games-Beijing merchandise including swimsuits, T-shirts and caps. Items are available for order online at [www.kiefer.com](http://www.kiefer.com) or by phone at 800-323-4071. Swimvitational merchandise will be available only at the event.

**About Adolph Kiefer and Associates:**

Adolph Kiefer & Associates was founded by Olympic swimmer Adolph Kiefer in 1946. As the official aquatics supplier to the 1948 U.S. Olympic Swim Team, Kiefer’s company introduced the nylon swimsuit as a lightweight alternative to wool and cotton suits and lower cost alternative to the silk suits used at the time. The 1948 Olympic Games debut launched the revolutionary nylon Kiefer suit to create a competitive swimming standard. Mr. Kiefer captured the Berlin gold at age 18; his overall competitive swimming record included more than 2,000 wins and only one loss.

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He was a member of the inaugural group of championship swimmers inducted into the swimming hall of fame in 1965, Ft. Lauderdale, Fla. Mr. Kiefer celebrates his 90<sup>th</sup> birthday in late June 2008, and continues to dedicate his life to helping swimmers of all ages and abilities to pursue their dreams of swimming glory. The company sponsors a full calendar of competitive swimming events and is a top competitive swim team supplier. For more about Adolph Kiefer & Associates, visit <http://www.kiefer.com>. For a full list of the company's 2008 U.S. Olympic swimming merchandise, visit: [http://www.kiefer.com/Kiefer/dept.asp?dept\\_id=240](http://www.kiefer.com/Kiefer/dept.asp?dept_id=240).

**About the Mutual of Omaha Swimvitational:**

USA Swimming sponsor, Mutual of Omaha, hosts the Mutual of Omaha Swimvitational at the Qwest Center in Omaha, Neb. June 5-8, 2008. For more information, visit <http://www.usaswimming.org/USASWeb/DesktopDefault.aspx?TabId=122&Alias=Rainbow&Lang=en>. For more information about numerous contributions of Mutual of Omaha to support competitive U.S. swimming, visit <http://www.mutualofomaha.com/usaswim>.

**About the 2008 Olympic Trials:**

For more information on the 2008 Olympics Trials, including a day-to-day automated countdown to the kick-off of the Summer Games in Beijing and future events, visit the official web sites of the Olympic movement at <http://www.olympic.org> and the United States Olympic Committee at [www.usolympicteam.com/](http://www.usolympicteam.com/) Those unable to attend the U.S. Olympic Trials for Swimming events can tune into NBC broadcasts June 29 through July 6 airing nightly from 8 to 9 p.m. (ET) on NBC (the United States Olympic Committee announced April 24 (see) <http://www.usaswimming.org/USASWeb/ViewNewsArticle.aspx?TabId=0&Alias=Rainbow&Lang=en&ItemId=1990&mid=2943>).

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