



## ARTISTIC SWIMMING LADDER of EXCELLENCE

PRESS RELEASE

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### Alberta Artistic Swimming Launches the Artistic Excellence Ladder New Recognition and Development Framework Begins January 1, 2026

*Edmonton, AB – Alberta Artistic Swimming (AAS) is proud to announce the launch of the **Artistic Excellence Ladder**, a new provincial recognition and development program designed to support, measure, and celebrate club achievement across Alberta's artistic swimming community. The program will officially begin on **January 1, 2026**, with the inaugural year being **prorated** to reflect the partial season.*

The Artistic Excellence Ladder aligns with AAS's strategic pillars—Organizational Excellence, Athlete Development, Officials & Coaches Development, and Marketing & Events. Through this new framework, clubs will earn points across a series of criteria that reflect their commitment to strong governance, community engagement, quality programming, coach and official development, and meaningful contributions to the artistic swimming community.

Clubs will be recognized at three achievement levels—**Bronze, Silver, and Gold**—based on their total points earned within the season. Gold-level clubs will be eligible for additional benefits, including consideration for **Club of the Year**, targeted support opportunities, and recognition at the Annual Awards Banquet.

For the initial year of implementation, the Artistic Swimming Ladder of Excellence program will operate on a prorated points model. Points will not be allocated for activities that occurred prior to the program launch and are no longer verifiable. Accordingly, the maximum achievable points for this period will be reduced from those published in the program guide.

"Our goal with the Artistic Excellence Ladder is to celebrate the incredible work happening across our province while also providing a clear and supportive pathway for clubs to continue growing," said Blair Cipywnyk, Executive Director of Alberta Artistic Swimming. "This program reflects our commitment to transparency, consistency, and the long-term success of our clubs, coaches, athletes, and volunteers."

A mid-season and a final ranking (released in late May) will be published annually on the AAS website, giving clubs ongoing insight into their progress. Full program details and criteria can be found at [www.albertaartisticswimming.ca](http://www.albertaartisticswimming.ca)