****

**Iconic Cross Channel Swim from Nevis to St. Kitts Under New Ownership**

**FOR IMMEDIATE RELEASE**

**London, 17th November 2023**

Sponge Marketing & Events, in partnership with SwimTrek, is delighted to announce the new ownership of the Nevis to St. Kitts Cross Channel Swim. Jane Hansom (founder of Sponge) and SwimTrek will be jointly taking over this extraordinary island-to-island crossing from Winston Crook, who founded and nurtured the event for the past two decades.

The Cross Channel Swim is set to undergo an exhilarating transformation as Sponge and SwimTrek aim to elevate the race to legendary status, attracting hundreds of open water swimming enthusiasts from around the world. This partnership opens new opportunities to showcase an already historic event to a wider audience, securing its place amongst the world’s best-known international swimming events.

The iconic 2.5mile (4.1 km) swim from Oualie Beach on Nevis to Cockleshell Beach on St Kitts takes place in crystal clear, tropical waters teeming with sea life. Like hands across the water, the swim bridges both islands via the ‘Narrows’, which separate the sister Caribbean islands. It is truly a once-in-a-lifetime event, included in the World Open Water Swimming Association’s [Top 100 Most Iconic Swims](https://www.openwaterswimming.com/world-top-100/nevis-to-st-kitts-cross-channel-swim-2024/).

This is not the first time Sponge Marketing and Swim Trek have collaborated to promote the dual-island nation. SwimTrek have been bringing swimmers to St Kitts and Nevis for the past 7 years since Sponge first contacted SwimTrek to suggest the destination as the perfect addition to their swimming holiday portfolio. Notably, this ownership transition represents a significant milestone for the tourism industry in St Kitts and Nevis. As the Cross Channel Swim gains momentum and expands its international reach, it promises to put the spotlight on the picturesque beauty of St Kitts and Nevis. Both islands will benefit from increased tourism and the influx of participants, further establishing them as world-class destinations for open water swimming enthusiasts and vacationers alike.

Expressing her excitement about this new chapter, Sponge founder, Jane Hansom stated, “The Cross Channel Swim is an extraordinary event, rich in history and challenging in nature and one that I have personally participated in for the past 11 years. I am thrilled to collaborate with SwimTrek and bring my team’s marketing and event expertise to ensure an elevated and memorable experience for all participants. Together, we will take this iconic race to new heights, promoting the beauty of Nevis and St. Kitts to a global audience.” SwimTrek’s founder, Simon Murie, equally enthusiastic about the partnership, said: “We are proud to be part of the Cross Channel Swim’s legacy. We are excited to incorporate this incredible race into our international swim race portfolio, inviting swimmers from all corners of the world to experience the thrill of this iconic island-to-island swim. We look forward to working closely with Jane and her team to create an unparalleled event for participants and an unforgettable experience for everyone involved.”

The 2024 event will be the 23rd year of the event. Join word-class athletes and adventure-seeking swimmers in tropical Caribbean waters and soak up the camaraderie and spirit of adventure as we showcase the unique beauty of two islands and one paradise that is St. Kitts and Nevis.

The 2024 Nevis to St Kitts crossing will take place on 6th April 2024. Registration is now open at: [**www.nevistostkittscrosschannelswim.com**](http://www.nevistostkittscrosschannelswim.com/)

**For media inquiries, please contact:**

Jane Hansom

jane@spongemarketing.com

+44 (0) 7703 481 478

**About Sponge Marketing:**

Jane Hansom is the founder of Sponge Marketing, a marketing and PR consultancy specialising in sports and destinations. Hansom and her team bring a passion for sport and the Caribbean region together with marketing expertise to create extraordinary event experiences and destination marketing opportunities.

**About SwimTrek:**

Simon Murie is the founder of SwimTrek, a globally recognized provider of open water swimming adventure holidays. With a wealth of experience in organizing swim races and expeditions, SwimTrek offers participants an opportunity to explore the world’s most breathtaking swim locations.