

Introducing the Great British Skinny Dip in #septembare!

I am writing to let you know about an exciting initiative taking place in September 2018. The **Great British Skinny Dip**, now in its third year and the subject of a Channel 4 documentary in 2017 seen by millions, is a health and wellbeing-focused initiative that sets out to introduce people to the great experience of costume-free swimming.

Skinny dips will be taking place across the UK. From beaches, lakes and rivers, to lidos, swimming pools and leisure centres, people will be shedding their costumes to experience the liberating, life affirming and extremely sensible practice of swimming naked! Some swimmers will partner with charities to raise money for good causes.

By encouraging people to strip off — we're helping to change attitudes towards nudity and body image, which is one of the leading causes of low self-esteem and lack of confidence. By stripping off, many people report that they are not only shedding their clothes, but also their stresses and cares as well. What constitutes a 'normal' body is consistently misrepresented in the media, by advertisers, and in popular culture. We want people to develop a healthy attitude by realising that a healthy body doesn't mean looking like an athlete or a catwalk model. It's all about learning to love your body whatever it looks like, whilst also taking care of it in a responsible way, to make sure it doesn't cause health problems.

Social nudity does not have the taboo that it used to and is practiced by millions of normal people around the world. It's also great fun and family friendly.

We'd love it if you would spread the word. Encourage the people in your network to get involved. Promote the event. Run a session for charity.

We're running a national publicity campaign, with a strong social media presence and dedicated website. We have an experienced UK-wide team ready to answer any questions that you may have, especially about running a costume-free event – we do them all the time!

We look forward to hearing from you. In the meantime, check out the following resources dedicated to the Great British Skinny Dip

Web: www.greatbritishskinnydip.co.uk

Facebook: www.facebook.com/greatbritishskinnydip

Twitter: @GBSD2018