



If you believe records should be earned – not enhanced.

To every swimmer who chooses the grind over the shortcut.
To every coach who refuses to trade ethics for attention.
To every fan who believes sport should stand for something bigger.

We see you. We stand with you.
And right now, we need you.

Because swimming – the purest, most elemental sport on earth – is under threat.
Not from progress. Not from science done right. But from something darker: the growing normalisation of doping.

We're watching a spectacle unfold where chemically enhanced athletes are celebrated for "records" in unsanctioned arenas. Where banned substances are used openly – as if integrity is outdated and clean performance is a myth.

It's not just insulting.
It's dangerous.

Not because these performances are legitimate – they aren't.
But because they're being broadcast into the minds of the next generation.

We owe them better.
We owe them the truth: that the path to greatness is real, and it's hard, and it's absolutely possible without drugs.

Let's be clear: we don't blame the athletes who choose to compete. Many are at the end of long careers in a sport with limited financial support. Unlike in other arenas, the vast majority of swimmers aren't rewarded with million-dollar contracts for Olympic medals or world records. Athletes have every right to find ways to support themselves. But the Enhanced Games isn't solving that problem – it's exploiting it. And the example it sets risks redefining what's acceptable for everyone who comes next.

What we need isn't chemical enhancement – it's integrity, and a smarter way forward.
Not breaking the rules – but breaking the mould.

Technology and innovation have long helped athletes in other sports push limits the right way. But in swimming, the water has made things harder to measure, harder to see, and harder to change. We can't let that historic lack of visibility become the excuse for accepting a chemically enhanced future by silence.

That's why we're launching the **Integrity Wall** – a public stand for clean sport.
A place for swimmers, coaches, fans, and organisations to unite and say:
Real records are earned. Clean performance matters.

Supporters are already signing the Integrity Wall – because they believe, as strongly as we do, that clean performance matters.

If you believe in clean sport too, [click here](#) to add your name.

And if you need proof that clean performance can still rewrite the record books – watch [Swimming's Moneyball](#).

It's about technology.

It's about ambition.

It's about the athletes reshaping what's possible – not by cheating, but by understanding their stroke like never before.

Even Olympic medallists.

This film wasn't made to compete with headlines. But the timing couldn't be more urgent – and the message couldn't be more clear.

What we show the next generation matters. So take a moment to see what's possible when performance is powered by ethics and innovation.

Watch it. Share it. Let it remind the world what clean swimming really looks like.

Let's change the story.

Let's prove you don't need to dope to break a world record.

And let's build a future where integrity isn't the exception – it's the rule.



Add your name to the [Integrity Wall](#)



Watch [Swimming's Moneyball](#)

#CleanRecordsOnly