

On 22 September, 105 swimmers took advantage of the late summer temperatures to set a new synchronised swimming world record. Amateurs and professionals from across the UK, aged from seven to 70, dove into Hackney's London Fields Lido to complete a routine choreographed by synchro specialists Aquabatix.

The Big Sync - the final event of the 2007 London Summer of Sport - took place at the city's only heated Olympic outdoor pool, under the watchful eyes of two independent witnesses, athletics star Jade Johnson, Olympic medal-winning diver Leon Taylor and a packed house of spectators.

But it wasn't just happy amateurs making up the largest mass participation choreographed routine ever, British Olympic hopefuls Jenna Randall and Olivia Allison and European Masters Champions Maureen Nievans and Susan Innes helped to keep the large group in time. Even Colin Brown, Director of event partner London Swimming (www.londonswimming.org), donned his noseclip.

To meet Guinness World Records requirements, the routine had to last at least two minutes - with every participant performing every element. In order to choreograph the routine for such a large number of participants, Aquabatix joined forces with the highly experienced and talented Big Dance choreographer, Jeanfer Jean-Charles (www.jeanfer.com) and created a simple but effective routine for the world record attempt. Successful completion of key moves such as a 'tub' and 'bent knee' were vital.

Aquabatix, the UK's first company to offer synchronised swimmers as a marketing and photographic service, also teamed up with the Greater London Authority (www.london.gov.uk), Hackney Council (www.hackney.gov.uk) and local leisure services provider Greenwich Leisure Limited (www.gll.org) in an effort to raise the profile of the sport and help increase participation across the Olympic city.

Aquabatix Director, Katie Fried said: "Two new clubs have hopefully been created off the back of the Big Sync - and we're confident that the other London clubs will benefit with an increase in beginner interest. Events like this demonstrate that this minority sport is a great way to get fit, have fun and can be enjoyed by people of all ages, genders and ethnic groups."

In the lead-up to the big day, former international (now Aquabatix) synchronised swimmers Katie Fried, Kathryn Pounder and Charlotte Smith ran 'come and try' sessions across London - with the dual purpose of passing onto beginners the skills to want to stick with the sport and recruiting for the Big Sync.