

Contact:
Ursula Garrison
Race Director
Point to La Pointe Open Water Swim
715-779-5408
p2lp@bayfieldrec.org



NEWS RELEASE

FOR IMMEDIATE RELEASE 7/15/2024

Eighteenth Annual Point to La Pointe Open Water Swim Makes Waves

Lake Superior open water swim sells out in record time, welcomes mermaids

Bayfield, Wis. (July 15, 2024) - The eighteenth annual Point to La Pointe open water swim set for Saturday August 3, sold out in three months and with good reason.

“There’s nothing else like this,” said Race Director, Ursula Garrison. “This is the only open water swim on Lake Superior.”

The Point to La Pointe swim is a fundraiser for the Bayfield Rec. Center. For the first time in race history, organizers created a waiting list due to its popularity. Annually, about 600 swimmers will make the 2.1-mile journey from Bayfield to La Pointe on Madeline Island. One of the unique aspects of this race is that there are no road connections between the start and finish lines. Participants swim one way, and the Madeline Island Ferry Line provides complimentary rides back to the mainland.

Among this year’s swimmers will be the “WisconSWIM Mermaids.” The group of four women from Northwest Wisconsin are using the Point to La Pointe to train for a swim across the English Channel in mid-August. They are set on becoming the first female relay team from Wisconsin to swim the English Channel.

“The great thing about Lake Superior is she’s very dense, but constantly moving and alive and definitely in control. She gives you great current to swim against lots of different variables as it changes by the hour,” said Jennifer Titus, affectionately called MerJen. “Just a beautiful body of water to train in and prepare for any kind of big life swim, goal or adventure.”

Michele DeYoung, Jennifer Titus, Pamela Toshner, and Lisa Weispfenning will attempt the English Channel swim starting August 18, just two weeks after the Point to La Pointe swim.

Race organizers are still looking for volunteers for the Point to La Pointe. For more information contact Ursula Garrison at 715.779.5408, p2lp@bayfieldrec.org, or visit our website at bayfieldrec.org.

###

ABOUT THE POINT TO LA POINTE SWIM:

The race is a 2.1 mile, point to point swim that starts in Bayfield, Wisconsin, and proceeds across the waters of Lake Superior to land on beautiful Madeline Island. The event began in 2006 with 24 swimmers and has developed into a thriving event with 600 swimmers. The race serves as the largest fundraiser for the Bayfield rec. Center, supporting year-round recreation, youth swimming and sailing classes, senior exercise and socializing and community hub.