



FOR IMMEDIATE RELEASE

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RaceBetter and Monti AquaForce Partner to Support Tanzania's Vision for Swimming Excellence

DAR ES SALAAM, Tanzania — Tanzania's efforts to strengthen sports development and nurture world-class athletes have received a major boost following the launch of a long-term partnership between RaceBetter and Monti AquaForce, an initiative designed to support the country's growing swimming ecosystem through athlete, coach, and parent development.

The partnership begins with the Tanzania Performance Development Series, a three-week programme scheduled to run from July 28 to August 14, bringing together athletes, coaches, parents, swimming clubs, schools, and sports leaders from across Tanzania. The initiative aligns with the Government of Tanzania's commitment to developing sports from the grassroots to elite level while complementing the Tanzania Swimming Association's (TSA) ongoing efforts to improve technical standards and expand participation in swimming nationwide.

The programme reflects the Government's broader agenda of investing in youth development, talent identification, and international competitiveness through sports. It also supports TSA's vision of creating sustainable pathways that enable young swimmers to progress from community and school competitions to national, regional, and international championships.

The Tanzania Performance Development Series will feature three key components:

- Coach Development Workshop
- Athlete Development Camps
- Parent Education Series

RaceBetter Founder Ben Lee, an internationally recognised swim coach and performance consultant whose athletes have competed and won medals at the Olympic Games, World Championships, and other major international competitions, will lead the inaugural programme in collaboration with Tanzanian coaches and local partners.

As the partnership expands, future programmes are expected to involve additional RaceBetter coaches, performance specialists, elite athletes, and international experts, providing Tanzanian coaches and swimmers with continued access to world-class knowledge and mentorship.

Monti AquaForce Founder Fatma Fernandes said the partnership represents a long-term investment in the future of swimming in Tanzania.

“We believe sustainable success comes from developing athletes, empowering coaches, educating parents, and creating opportunities for the entire swimming community to continue learning together. We are excited to welcome RaceBetter to Tanzania and begin building a partnership that extends far beyond this first programme,” she said.

Unlike traditional short-term coaching clinics, the Tanzania Performance Development Series has been designed as the foundation of an ongoing athlete development partnership. Rather than viewing athlete development as the responsibility of a single coach, programme, or organisation, the initiative recognises that lasting progress is built through collaboration among coaches, families, schools, clubs, and sports leaders working toward a shared vision.

The Coach Development Workshop will equip Tanzanian coaches with modern coaching methodologies through classroom learning, practical sessions, and collaborative problem-solving before athlete camps begin. During the camps, coaches will receive hands-on mentorship while working alongside Coach Ben Lee, allowing them to immediately apply newly acquired knowledge in a real training environment.

Athletes will benefit from comprehensive training that combines swimming technique, movement literacy, strength and conditioning, and performance education appropriate to their stage of development. Meanwhile, parents will participate in educational sessions designed to help families better support young athletes throughout their sporting journey.

Lee said the programme aims to create lasting impact beyond the three-week series.

“Our goal is not simply to deliver an outstanding programme. We want athletes, coaches, parents, and sports leaders to leave with greater knowledge, confidence, practical skills, and a deeper understanding of long-term athlete development. The true measure of success will be how these ideas continue to be implemented, shared, and strengthened long after the programme concludes,” he said.

He added that while training plans, drills, and performance tools are important, understanding the principles behind them enables coaches and athletes to adapt and apply those principles within their own environment, making informed decisions that support continuous improvement.

The initiative comes at a time when Tanzania continues to prioritise sports as a vehicle for youth empowerment, health promotion, and national development. Through the Ministry responsible for Sports and in partnership with national sports associations such as the Tanzania Swimming Association (TSA), the Government has continued encouraging programmes that strengthen coaching capacity, improve athlete welfare, and expose Tanzanian athletes to international best practices.

By investing in coaches, athletes, parents, and learning environments, RaceBetter and Monti AquaForce aim to contribute to Tanzania's long-term ambition of producing swimmers capable of competing successfully at regional, continental, and global levels.

The Tanzania Performance Development Series marks the first phase of a broader partnership involving RaceBetter, Monti AquaForce, Monti International School, and Tanzania's swimming community. Future activities will include continued consultation, hybrid learning programmes, technical support, and regular engagements tailored to the evolving needs of athletes, coaches, clubs, schools, and the Tanzania Swimming Association.

Registration for the programme is now open to athletes, coaches, parents, clubs, and teams from across Tanzania, with participants from neighbouring East African countries also invited to take part.

Registration & Media Resources

For registration, the event brochure, and downloadable media assets, please visit:

Registration

<https://mis.ac.tz/RaceBetter-x-MontiAquaForce-Development-Series-2026.html>

Event Brochure

<https://racebetter.org/tanzania>

Media Kit (press photos, logos & graphics)

<https://racebetter.org/media/tanzania>

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About RaceBetter

RaceBetter is an international athlete development, coaching, and coach education organization that partners with athletes, coaches, families, clubs, schools, and governing organizations to build stronger performance environments. Through coaching, performance programming, education, mentorship, and long-term partnerships, RaceBetter develops athletes, empowers coaches, educates families, and helps organizations create cultures of learning, ownership, and shared accountability that support confident decision-making and sustainable long-term performance.

About Ben Lee

Ben Lee is the Founder of RaceBetter and a swim coach and performance consultant with more than two decades of coaching experience. Athletes he has coached have competed and medaled at the Olympic Games, World Championships, and other major international competitions. Lee specializes in long-term athlete development, coach education, performance systems, and integrating technical coaching, movement, and strength and conditioning to help athletes, coaches, and organizations reach their full potential.

About Monti AquaForce

Monti AquaForce is the competitive swimming program of Monti International School in Dar es Salaam, Tanzania. Committed to developing athletes, supporting coaches, and growing the sport throughout Tanzania, Monti AquaForce partners with local and international organizations to create meaningful opportunities for athlete development, coach education, and community engagement while helping strengthen the future of swimming across Tanzania and East Africa.