



MERMAIDING WORKSHOPS
PROVIDE A UNIQUE OPPORTUNITY
FOR YOUR RESORT TO
REACH NEW CLIENTS.

We are on a mission
to make water fun.



MERMAIDING BY THE SEA WORKSHOP FOR KIDS & MERMAID FITNESS FOR ADULTS

“An experience that lasts a lifetime”

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Social trends, economic conditions and adverse weather conditions all have a big impact on where the people will and will not choose to relax on holidays. Stay ahead of your competition by offering unforgettable and fun water experiences.

The Mermaiding by the Sea Workshop for kids & Mermaid Fitness for adults offer a chance to differentiate and provide an exciting activity that will engage existing visitors and attract new ones like a magnet. Keep the visitors talking about you long after they've left.



ActiveActivities

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"Mermaiding is the ultimate Ocean lover's activity. A perfect mix of fitness and fantasy and a unique opportunity for the young and the young at heart to experience the fun of swimming like a mermaid in a beautiful environment." Michaela Werner, Founder No Ripples



<https://vimeo.com/200293756>



<https://vimeo.com/217127514>

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MERMAIDING BY THE SEA WORKSHOP FOR KIDS (7-14) & MERMAID FITNESS FOR ADULTS (14+)

The Workshops are run by our qualified and experienced Mermaid Instructors, we guarantee that every mermaid will love the experience. Booked via our automated online booking system, Rezdy and delivered at your Resort in a 2h, 4h, or 8h format.

Highlights of the Workshop:

- Learn safe and fun mermaiding techniques
- Practice 'mermaid yoga'
- Discover relaxing breathing techniques
- Learn about Ocean safety
- Learn about endangered Ocean species through games and play
- Take pictures and videos above and underwater
- Find new friends and above all - have fun!

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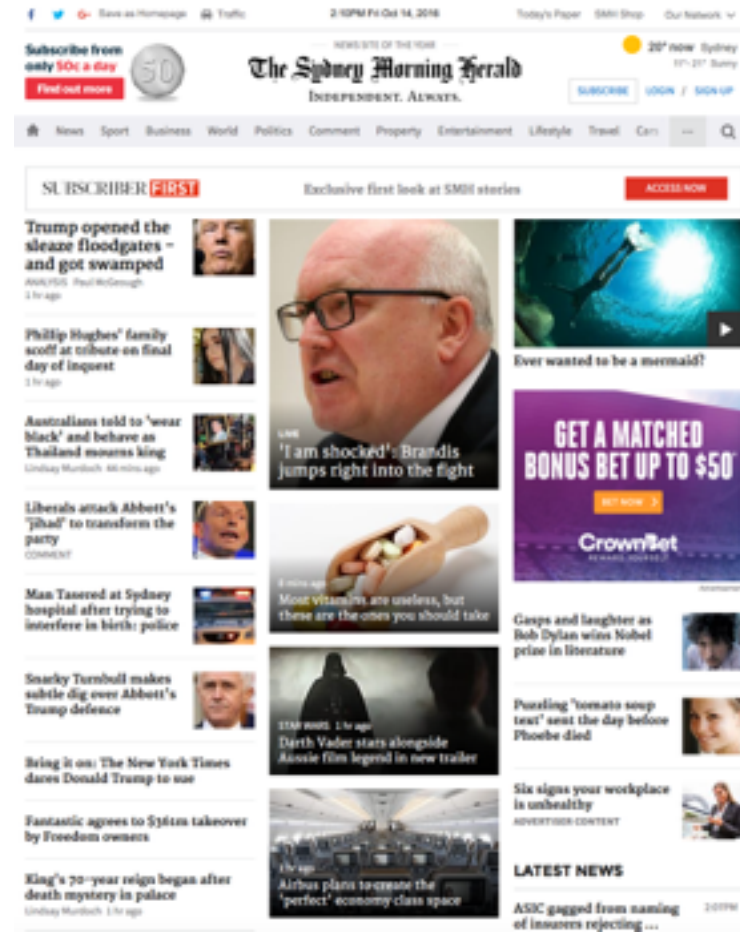
MEDIA COVERAGE HIGHLIGHTS

- **Ch7, Sydney Weekender Travel Show** - 3:40sec leading story about the Mermaiding by the Sea Workshop featured on top 10 Australia's Lifestyle Program:
<http://www.sydneyweekender.com.au/swe-stories/mermaid-school>
- Reality TV show, **Seven Year Switch** - "Perfect First Date" **1.47 million reach**
- First ever 360C video on the front page of **SMH.com.au**. **6 million reach**
- Feature article in an in-flight **JetStar Magazine** for 1 month - **more than 1 million reach**
- Mermaiding stories and interviews with Michaela featured in more than five digital and printed newspapers: **Daily Mail Online, Illawarra Mercury, Snapshot, Southern Courier, Daily Telegraph**
- Radio interview and video on **Triple J Radio** posted on Facebook, with more than **130,000 views** in less than 24hours
- Article in **Woman's Health & Fitness Magazine** promoting Mermaiding: **1,8 million reach**
- **Ch7 Sunrise** - live cross with Michaela talking about benefits of Mermaiding: **541,000 reach**

SYDNEY MORNING HERALD

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The Sydney Morning Herald website screenshot shows a variety of news articles. The main headline is 'Trump opened the sleaze floodgates - and got swamped'. Other articles include 'Phillip Hughes' family scoff at tribute on final day of inquest', 'Australians told to 'wear black' and behave as Thailand mourns king', 'Liberals attack Abbott's ' Jihad' to transform the party', 'Man Tasered at Sydney hospital after trying to interfere in birth: police', 'Snacky Turnbull makes subtle dig over Abbott's Trump defence', 'Bring it on: The New York Times dares Donald Trump to sue', 'Fantastic agrees to \$361m takeover by Freedom owners', and 'King's 70-year reign began after death mystery in palace'. There is also a section for 'SUBSCRIBER FIRST' with an exclusive first look at SMH stories, and a 'GET A MATCHED BONUS BET UP TO \$50' offer from CrownBet.

JETSTAR MAGAZINE

Experience HEALTH

Mermaids in training

Georgia Rickard attends 'Mermaid school' and wonders if she's missed her calling

IS THAT... A ONESTEP! squint at the other side of the pool, where a tall blonde woman - who I will realise is Michaela Werner, the founder of No Ripples (and a qualified Aqualung instructor) - is waving. She's in a full-length swimsuit, similar to the one Ian Thorpe wore when he scooped a billion golds... except hers is covered in glittery, silver scales. Uh oh. What have I gotten myself into? I'm here for a class with No Ripples, 'Sydney's first mermaiding school' but, like my fellow student Ariel (we're all 30-something women), I have no idea what that really means.

Michaela gives us a bit of background as we warm up with 'mermaid yoga'. "You really need to wake up your core," she instructs as we hold the plank position. "Mermaiding requires a lot of core strength." The idea came from Michaela's love of free-diving, which she took up after her competitive swimming career ended. "I loved the meditative aspect, and the challenge," she explains. "When I'm in training, I can hold my breath for five minutes underwater."

Then kids came along. Unable to continue

free-diving training, she discovered there was still plenty of fun to be had wearing the free-diver's mono-fin (essentially a single giant flipper, worn on both feet) in a pool. Fun and fitness, that is. We slip into fins then into the water. Michaela gives us a ridiculously graceful demonstration of a 'mermaid lap' - then it's our turn.

Wearing one fin across both feet requires you to kick both legs in a single, fluid motion - the same leg motion used to swim butterfly, or like a dolphin - offering powerful propulsion (and a killer leg workout). I sink under



Mermaiding requires a lot of core strength

water. Kick off, and... woe! You zoom through the water so fast with a mono-fin that I reach the end of the 25-metre pool leavely, without coming up for air. This is fun! "Not so fast," Michaela smiles. "Now things get interesting."

We spend the next hour swimming underwater laps on our backs, attempting submerged piroettes (much harder than Michaela makes it look) and doing drills with

colourful floating balls, which we throw in the air and catch as we swim. It's like synchronised swimming crossed with squid training, with more laughter and less dignity (on our part, anyway), and by the end my abs, quads and lungs are burning. Amazingly, Michaela tells us we've swum nearly a kilometre.

"You wouldn't know it, would you?" she asks triumphantly. She's right - this is exercise for jam. You can see how kids in particular would love this, especially those less than interested in swimming laps. Now, off to find myself a glittery onyx. ✨

Try it here

The mermaid trend is catching on. Classes start at roughly \$25 when purchased in multi-packs. (A one-time class with No Ripples costs \$60.)

SYDNEY
No Ripples
noripples.com.au

PERTH
Mermaid Kat Academy
mermaidkatacademy.com.au

ADELAIDE
Mermaid Fitness Classes
facebook.com/mermaidfitnessclasses/

A No Ripples class getting off a 'mermaid crawl'



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WHAT OTHERS SAID:

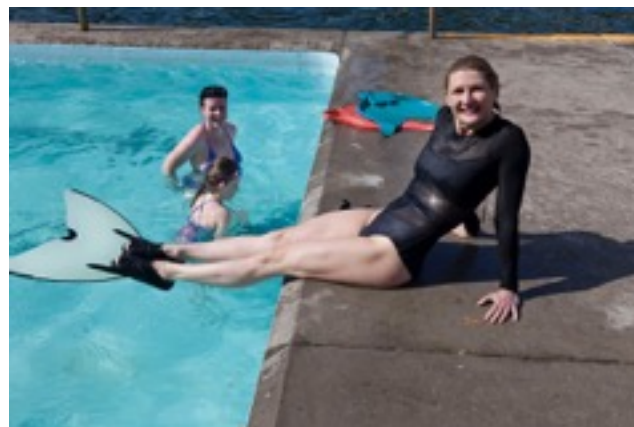
“My 7 year old daughter has a fascination for all things mermaids so when she did the No Ripples workshop her dreams were made a reality. She absolutely loved the swimming, learning about the ocean, dressing up like a mermaid and interacting with the other kids too. Absolutely recommend this your child will love it!” Natalie Hudson, Founder - Eastern Suburbs Mums, Sydney

“No Ripples conducted school holiday programs at our ocean pool in Coogee. Michaela and her team were a pleasure to work with. They arranged to get some great, positive media for Wylie's and, most importantly, the kids had a great day! We are looking forward to having them back next summer.” Courtney Tallon, Manager @ Wylie's Baths, Coogee, NSW

“What I enjoyed most about the class was that we were allowed to have fun. Most swimming classes I've attended in the past are very much more focused on technique/ endurance and although we were still learning techniques - it was nice that Rosie and I were still able to have a laugh and enjoy ourselves.” Kelsey, 22yrs

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OUR MISSION:

Our mission is to raise awareness of Mermaiding in Australia and beyond.
We've created high-quality educational courses that combine fantasy, healthy lifestyle and fitness.

FOR YOU:

The Mermaiding Workshops deliver a unique opportunity for your Resort to provide a new experience for clients who are looking for an unforgettable, Ocean related activity for themselves or for their child.



LET'S START THE CONVERSATION: 0421 655 031 / michaela@noripples.com.au