Press Release

Arusha, Tanzania, November 2026

Artemis Education Brings International Swimming Expertise to Tanzania Through The Artemis Promise.

Artemis Education, through its global impact platform, The Artemis Promise, recently launched a week-long swimming and water safety programme at Kennedy House International School in Tanzania, bringing together international coaching expertise, local educators, students and families to create meaningful and lasting community impact.



Swim Camp at Kennedy House International School, Arusha, Tanzania

Delivered in partnership with ArtemEx and Kennedy House International School, the Swim Camp programme has been designed to go beyond traditional sports coaching by focusing on sustainable skills development, water safety education and the transfer of knowledge that will continue to benefit the local community long after the visiting coaches have returned home.

Throughout the week, students, teachers, teaching assistants, parents and caregivers participated in a series of swimming development sessions, coach education workshops, water safety training and inspirational talks led by elite swimming professionals. Activities include stroke development clinics for students, professional development opportunities for school staff, learn-to-swim sessions for adults, and community engagement events focused on confidence-building, wellbeing and lifelong learning.

A key focus of the programme was the development of local capability. Rather than delivering a short-term intervention, the initiative sought to equip educators, caregivers and community members with the skills and confidence needed to continue teaching and promoting water safety well into the future.

The Swim Camp programme also reflects a broader commitment to creating opportunity. For students, sport can provide a platform for personal growth, discipline, resilience and aspiration. For adults, including teachers and caregivers who may never previously have had access to formal swimming instruction, the experience offers an opportunity to step beyond their comfort zone, develop new skills and build confidence.

Niall Brennan, CEO & Founder of Artemis Education, commented: *"This programme reflects our shared belief at Artemis that education extends far beyond the classroom. By investing in young people, adults and the wider community, we are creating opportunities that will have a lasting positive impact. This is the definition of The Artemis Promise."*

The initiative also demonstrates the growing impact of The Artemis Promise, Artemis Education's global platform dedicated to creating measurable and sustainable change through education, community engagement and strategic partnerships. The Swim Camp programme in Tanzania represents a significant milestone as the organisation continues to move from vision to action, creating opportunities that empower communities while strengthening meaningful global connections between schools, educators and learners.

Emma Igelström, ArtemEx Director and world champion and Olympian, added: *"Swimming remains one of the world's most valuable life skills, combining physical wellbeing with essential water safety knowledge. Through this initiative, participants are not only learning to swim, but also gaining skills that can enhance confidence, support healthy lifestyles and, ultimately, help save lives.*
Being in Tanzania to support this programme and engage directly with participants has been an incredible opportunity to witness first-hand the difference that sustainable skills development can make. The real success of this initiative will be measured not by what happened during that week, but by what continues long after we have left."

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Frances Charters, Founding Director of Kennedy House International School, said:
"We were delighted to welcome Artemis Education and the ArtemEx team to Kennedy House. This programme reflects our shared belief that education extends far beyond academic learning and demonstrates the power of meaningful international partnerships to create lasting local impact.
By investing in our students, staff and wider community, we are creating opportunities that will continue to benefit families long after this visit has concluded. We look forward to building on this partnership and expanding access to swimming, water safety education and community wellbeing initiatives in the years ahead."

As part of the programme's long-term legacy, plans are also being explored to further develop swimming provision and ongoing water safety education at Kennedy House International School, ensuring that the benefits of this partnership continue to be felt by future generations of students and families.

About The Artemis Promise

The Artemis Promise is Artemis Education's global impact platform, established to create measurable and sustainable change through education. Shifting from a corporate social responsibility (CSR) model which offers one-off projects and limited long-term impact, The Promise offers a more integrated, impactful model offering measurable outcomes, long-term impact and scalability through a well-defined structure and purpose.

The Promise seeks to build the foundation for long-lasting impact through 4 strategic pillars:

- Purpose Driven Impact
- Sustainable Education & Access
- Environmental Stewardship
- Community Impact & Empowerment

The initiative seeks to expand educational opportunities, empower communities and equip the next generation to lead positive change. It is not a positioning or marketing exercise; it is a strategic shift for the organisation to remain relevant and competitive in the next era of global education; a bridge to purpose-driven education.

Through a diversified funding architecture, innovative programmes, strategic partnerships and sustainable funding mechanisms, The Artemis Promise transforms purpose into action, ensuring long-term impact across the communities and regions in which Artemis Education operates.

About Kennedy House

Established in 2009, Kennedy House International School is a respected Cambridge-accredited preparatory school near Arusha, Tanzania, known for nurturing confident, compassionate, and aspirational learners. The school provides an ideal setting for The Artemis Promise's first educational impact programme and an opportunity for Artemis and Kennedy House to give back to the local community.

The school's vision is to prepare students for a rapidly changing world by developing broad skills and positive character traits - not just qualifications. Kennedy House cultivates respect, compassion, resilience, independence, cooperation, adaptability, confident communication, and a growth mindset that turns setbacks into opportunities. Working closely with local teachers and teaching assistants, the partnership will focus on strengthening classroom practice to create lasting benefits for students and the wider community.
www.kennedyhouseschool.org

About Artemis Education

Artemis Education is a growing international schools' group with a clear mission: to expand access to outstanding, high-quality education. The group is dedicated to delivering exceptional, whole-child learning experiences that combine academic rigour with rich, dynamic extracurricular opportunities.

At the heart of Artemis Education is a commitment to universal values, individual growth, and holistic development - empowering students to realise their full potential, build resilience, and become responsible global citizens.

Its schools bring together exceptional educators, inspiring purpose-built environments, and innovative technology that enhances teaching and learning. Many Artemis campuses are designed and developed from the ground up, creating next-generation learning spaces tailored to the needs of modern students.

Sustainability is central to both campus design and day-to-day operations, reflecting a long-term commitment to responsible growth. With an ambitious expansion strategy, Artemis Education continues to meet the rising demand for premium international education across Europe and the Middle East. http://www.artemis-education.com/

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