**All of Brussels sings ‘Je Veux Nager’ with Arno Hintjens:**

**TBWA and Growfunding make a splash for open-air swimming in the Belgian capital**

***Brussels, 20 may 2022 - “Et moi, je veux nager. Encore une fois avec toi!” With these iconic lyrics, Brussels music legend Arno rocked himself into the playlist of every Belgian radio station back in 2002. Today, exactly 20 years later, the classic anthem lies at the heart of a wide crowdfunding campaign to bring open-air swimming to Brussels. The campaign becomes all the more a tribute to Arno, who himself still gave permission to use his song for this good cause.***

What was from the start to become a campaign that literally and figuratively bathes Brussels culture, now also becomes a tribute to *le plus beau*. Not only will the voice of the recently deceased legend Arno Hintjens resound in the city, but the song itself is starting a new tour through the Brussels music scene. And this with the approval and support of the maestro himself. 5 bands from Brussels, from the indie band Splendeur to the caribbean band Tropicant, record their own version of Je Veux Nager and sing at the top of their lungs for open air swimming in Brussels.

"We hope that with us even more Brusseleirs, from musicians to music lovers, will sing Je Veux Nager and share it with their network, for example on social media", says Frederik Lamote, director of Growfunding, the social crowdfunding platform on which the campaign was launched. "In this way, Arno's classic is coming back to life to campaign for what is absolutely necessary: open-air swimming in Brussels as soon as possible." "Open air swimming is more than a cool or sporty activity. It lets people of all cultures and ages connect with their surroundings and with each other," adds Paul Steinbrück, co-founder of POOL IS COOL.

"We're aiming for around 60,000 euros," says Steinbrück. "With the crowdfunding campaign, we want to show that Brussels residents are really into outdoor swimming. With the funds raised we will re-open FLOW, the pop-up swimming pool in Anderlecht, and refine the way of working. This way, we want to make open-air swimming in Brussels a viable option in the short and long term."

The anthem should become the start of a real movement in Brussels. Let's all sing 'Je veux nager' at the top of our voices.

Supporting Pool is Cool is possible until 10/07/2022 via growfunding.be/pooliscool.

**About Pool is Cool**

POOL is Cool campaigns for the reintroduction of outdoor swimming in Brussels through actions, projects, research and debate. Founded in 2016, the Brussels-based non-profit organization is a platform of citizens who use their diverse expertise to address the complex challenges of outdoor swimming in the European capital. Pool is Cool's mission is to give all Brussels residents the opportunity to enjoy outdoor swimming as a sport and social activity in a natural way.

**About Growfunding**

Growfunding is a Belgian platform for civic crowdfunding. The non-profit organization brings people and resources together in support of projects that make Belgian society stronger and more sustainable. Growfunding strives for cooperation and solidarity to make a difference for those in need of help. The projects of the organization prove that crowdfunding can be the engine for social and societal change.

Growfunding relies on a bottom-up approach to build sustainable partnerships between citizens, organizations, businesses, governments and academics. These collaborations strengthen not only the projects but also the various local communities. And with success: between 2014 and today, more than 75,000 people participated in 400+ projects. A total of 3,500,000+ euros were raised from 36,000+ individuals, social profit organizations, businesses and philanthropic funds.

**Interview opportunities**

* [Paul Steinbrück](https://www.linkedin.com/in/paul-steinbr%C3%BCck-2000/?originalSubdomain=be), co-founder and activist at Pool is Cool
* [Frederik Lamote](https://www.linkedin.com/search/results/all/?keywords=frederik%20lamote&origin=RICH_QUERY_SUGGESTION&position=0&searchId=1be560d0-48fd-475c-b970-0dfd4fe4c798&sid=qF3), general manager at Growfunding
* Gideon Boie, Professor Architecture-Philosophy at KU Leuven with a focus on City Politics

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