



Sir William "Billy" Butlin, Honor Administrator, Great Britain, 1963



Billy on left presenting winner's trophy to IMSHOF Honoree Greta Andersen

Videos: [Interview 1](#) [Interview 2](#) [Swim 1](#) [Pathé 1 at 0:29](#)

Sir William "Billy" Butlin organized and sponsored the Billy Butlin Cross Channel International Swims across the English Channel to great worldwide fanfare between 1953-1959. This sponsorship kept alive the public interest in the annual race started by the Daily Mail in 1950 and increased awareness generally in marathon swimming. The podium finishers in these races were mostly IMSHOF Honorees including Abdulla Latif Abou-Heif, Greta Andersen, Alfredo Camarero, Brojen Das, Tom Park, Baptista Periera and Herman Willemse.

Butlin was famous for his holiday camps enjoyed by generations of British families.

[Expanded Biography \(Openwaterpedia\)](#)