

NIRVANA

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Release Date – For immediate release
Today's Date: 19/04/2023

NIRVANA PARTNER WITH BROWNLEE FITNESS

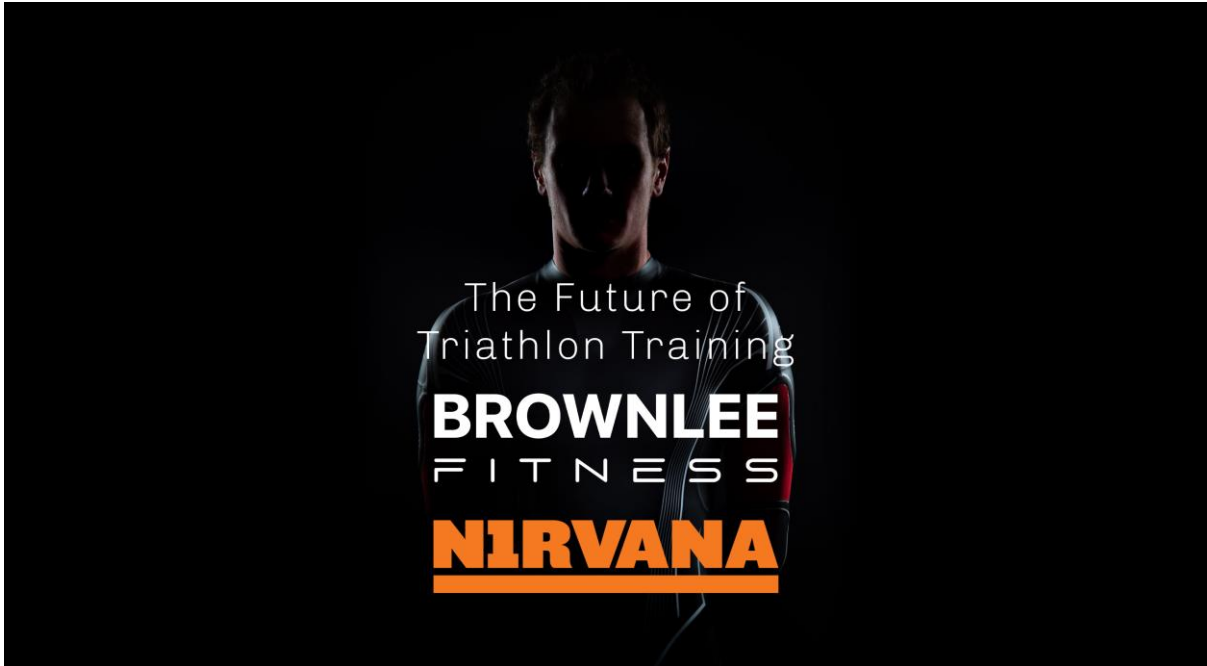


Image provided by ©Brownlee Fitness

Nirvana, the world's leading triathlon specialist travel agency, announce a strategic partnership with Brownlee Fitness.

The new relationship strengthens the partnership between Nirvana and the Brownlee family, the brothers being appointed Nirvana Ambassadors in March of this year. Alistair and Jonny are two of triathlon's most successful competitors, winning a combined five Olympic medals between them and continue to be at the forefront of the sport.

This enhanced relationship comes at an exciting time for both companies. Nirvana has recently expanded its portfolio to offer travel and accommodation to over 150 events in 2023, providing athletes and spectators with world-class travel, accommodation and event support. With this new partnership, Nirvana will continue its commitment to the sport and strengthen its offerings to help Brownlee Fitness offer personalised training programs and coaching sessions to its members.

Brownlee Fitness, founded by the Brownlee brothers, is dedicated to helping athletes of all levels improve their performance through personalised coaching and training programmes. The partnership with Nirvana will enable Brownlee Fitness to expand its reach and offer its services to a wider audience.



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"Partnering with Brownlee Fitness is a natural fit for Nirvana" said Nigel Morris, Managing Director at Nirvana "Their dedication to helping athletes achieve their full potential aligns perfectly with our mission to provide world-class event travel. This partnership will allow us to provide athletes with even more comprehensive support and services."

The coaching team at Brownlee Fitness feature the talents of *Mark Buckingham* a Olympic Team and Level 3 Coach, *Non Stanford* a World Triathlon World Champion, *Richard Varga* 2010 2012 2013 and 2015 ITU Aquathon World Champion. Along with Swim Coach, *Nick De Meyer*, British Triathlon Level 3 Coach for 14 years.

Pete Pastides, Chief Marketing Officer of Brownlee Fitness, expressed his excitement for the partnership with Nirvana. Pete said "Nirvana has such a mutual passion for triathlon events and travel. I believe that the collaboration between the two companies will be a game-changer for the triathlon industry, as Brownlee Fitness's individualised coaching and training services will compliment Nirvana unparalleled offerings, ensuring athletes arrive at their destinations not only stress-free but also race-ready".

The partnership between Nirvana and Brownlee Fitness will provide athletes with an unmatched level of support and services. Athletes can expect personalised training programmes, coaching sessions, and world-class travel experiences, all designed to help them achieve their goals and improve their performance.

Nirvana is a long-term supporter of triathlon, having been involved in the sport for over 20 years, providing specialist travel and accommodation services across an expanding portfolio of international events, including World Triathlon Series, Professional Triathletes Organisation and IRONMAN Global.

With this partnership, Nirvana reaffirms its commitment to the sports travel sector and its dedication to providing athletes with the best possible support and services. This collaboration between two of the most respected names in the triathlon world will undoubtedly be a game-changer for athletes across the globe.

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Boilerplate

About Brownlee Fitness

Brownlee Fitness, founded by brothers Alistair and Jonathan Brownlee, who are the most decorated Olympic triathlon medallists in history, is a training company that specialises in triathlon, running, and cycling.

The company's training services are personalised to meet the unique needs and goals of every individual, with an emphasis on enhancing strength, speed, endurance, and resilience.

Brownlee Fitness provides online training programs that are accessible to individuals worldwide, offering Alistair and Jonny's 20+ year training approach.

In addition to their training programs, Brownlee Fitness has established a strong community and support network. The coaching team includes Head Coach Mark Buckingham, an Olympic team and Level 3 Triathlon coach who has trained and worked alongside the Brownlee brothers for over a decade.

You can learn more by visiting www.brownleefitness.com

Nirvana Europe

Nirvana started business over 20 years ago delivering the travel and accommodation infrastructure around the Great North Run, the world's biggest half marathon. Today it is a strategic partner and major supporter of some of the world's biggest sporting events and their athletes, officials, and dignitaries. However, at its heart, it is still a family business passionate about sport and travel.

Over the years the company has developed a well-defined process the "Nirvana Way" of providing its customers with a portfolio of services to support their event. This level of service has been acclaimed by sports men and women at all levels from world champions to the charity fun runner.

From the outset Nirvana established itself as a partner to sporting events, working with the organisers to design and deliver fully integrated travel and accommodation infrastructure around the field of play. As the event industry has grown it has become clear that integrating the sporting event, travel and logistics reduces potential "points of stress" and significantly improves the customer experience.

For more information, visit www.nirvaneurope.com