

NIRVANA

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NIRVANA PARTNER WITH USA TRIATHLON



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NIRVANA EUROPE ANNOUNCES EXCLUSIVE TRAVEL PARTNERSHIP WITH USA TRIATHLON

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Nirvana Europe, a leader in global travel management with over 24 years of experience supporting triathlon events, proudly declares its exclusive partnership with USA Triathlon. This collaboration positions Nirvana as the sole provider of travel management services for athlete and national office travel, aligning with USA Triathlon's diverse travel needs seamlessly.

In addition, Nirvana will play a pivotal role in supporting USA Triathlon's National Championship events, working in conjunction with USA Triathlon's hotel booking platform.

Having been a dedicated supporter of triathlon for over two decades, Nirvana has been a vital player in the sport, offering specialized travel and accommodation services for athletes and national



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federations across a growing array of international events, including IRONMAN Global and the World Triathlon Series.

As part of Nirvana's strategic expansion into North America, this partnership marks a formalized commitment to supporting USA Triathlon as both organizations continue to grow and evolve, setting the stage for an unprecedented collaboration leading up to the LA 2028 Olympic and Paralympic Games.

Victoria Brumfield, USA Triathlon CEO, expressed her enthusiasm about the partnership, stating, *"The partnership between USA Triathlon and Nirvana was an easy decision. Nirvana's expertise in global travel for individuals and groups makes them a great fit for streamlining our multifaceted needs from business travel to international team events, allowing our staff to focus on performance while Nirvana handles the logistics."*

Nigel Morris, Managing Director at Nirvana, added, *"We are thrilled to have formalized our relationship with USA Triathlon. After working alongside many national federations over the years, we know we can support USA Triathlon's key objectives and deliver an amazing product to high-performance, high-performance para, and age-group teams."*

Morris continues, *"We are genuinely thrilled at the prospect of expanding this relationship to include the USA Triathlon Age Group Teams. Our organic growth into the U.S. marketplace means we now have the opportunity to work with excellent new partners and alongside some of the best athletes in the sport. We can't wait to get started and see the U.S. team supported by Nirvana in this new expanded relationship."*

About Nirvana Europe:

Nirvana Europe started its journey over 24 years ago, providing travel and accommodation infrastructure for the Great North Run, the world's largest half marathon. Today, the company is a strategic partner and major supporter of some of the world's most significant sporting events, demonstrating a passion for sport and travel. The "Nirvana Way" involves delivering a portfolio of services to support events, acclaimed by athletes at all levels. Nirvana has established itself as a trusted partner, working with event organizers to design and deliver fully integrated travel and accommodation infrastructure. For more information, visit www.nirvaneurope.com

About USA Triathlon:

USA Triathlon serves as the National Governing Body for triathlon, duathlon, aquathlon, aquabike, winter triathlon, off-road triathlon, paratriathlon, and indoor and virtual multisport events in the United States. Founded in 1982, USA Triathlon sanctions more than 4,000 races and connects with more than 400,000 members each year, making it the largest multisport organization globally. In addition to grass roots engagement, USA Triathlon provides leadership and support to elite athletes competing at international events, including World Triathlon Championships, Pan American Games, and the Olympic and Paralympic Games. USA Triathlon is a proud member of World Triathlon and the United States Olympic & Paralympic Committee (USOPC).