

NIRVANA

Contact: Mark Pinder
Tel No: 0191 257 1750
Email: mark.pinder@nirvanaeurope.com
Web: www.nirvanaeurope.com

Release Date – For immediate release

SMM Signs Multi-Year Partnership with Nirvana Europe



Image provided by ©SMM

Squash Media & Marketing (SMM) - a commercial entity owned and operated by the Professional Squash Association (PSA) - has announced a new partnership with Nirvana, which will see them become the Official Travel Management Partner of the PSA..

FOR IMMEDIATE RELEASE

DATE 12/09/2024

CONTACT: Mark Pinder (mark.pinder@nirvanaeurope.com, 0191 257 1750)

Squash Media & Marketing (SMM) - a commercial entity owned and operated by the Professional Squash Association (PSA) - has announced a new partnership with Nirvana, which will see them become the Official Travel Management Partner of the PSA.

This strategic collaboration - which was brokered by Progressive Sports & Entertainment - will see Nirvana take over the management of the travel and accommodation requirements across the entirety of the PSA Group, including officials.

Over time, Nirvana will also extend its services to athletes, event promoters, fans and other stakeholders within the squash community.



Contact: Mark Pinder
Tel No: 0191 257 1750
Email: mark.pinder@nirvanaeurope.com
Web: www.nirvanaeurope.com

Release Date – For immediate release

Nirvana operates across some of the world's biggest sporting events - including Ironman and World Triathlon - and they work with athletes and officials at all levels to satisfy their travel needs.

"We are pleased to partner with Nirvana to enhance the travel experience for our key stakeholders," said PSA Chief Commercial Officer Tommy Berden.

"Nirvana has a proven track record in managing the logistics of major global sporting events and this makes them the ideal partner as we continue to expand professional squash worldwide."

Nirvana Managing Director Nigel Morris said: *"Nirvana are absolutely delighted to announce a new exclusive partnership with the PSA.*

"Our desire for diversity within the global sports travel industry has been an aspiration for some time. We've purposefully taken our time to find what we feel is a really exciting, long term partner in PSA and the recent announcement of squash being added to the 2028 LA Olympics only emphasises this belief.

"I have no doubts that our expertise in both travel and global sports events will be of real benefit to PSA and we very much look forward to assisting PSA in their wish to expand professional squash worldwide".

For more information on the PSA Squash Tour, visit the official [PSA website](#) or follow the association on [X](#), [Facebook](#), [Instagram](#), [YouTube](#) and [TikTok](#).

More information on Nirvana can be found on their [website](#) or via their [X](#), [Facebook](#), Instagram or [LinkedIn](#).

-ends-



Contact: Mark Pinder
Tel No: 0191 257 1750
Email: mark.pinder@nirvanaeurope.com
Web: www.nirvanaeurope.com

Release Date – For immediate release

About PSA

The Professional Squash Association (PSA) is the global governing body responsible for the administration of both men's and women's professional squash around the world. With over 1,500 registered players and more than 1000 events taking place around the globe every year, the PSA Squash Tour showcases the game of squash at its highest level in some of the world's most unique and stunning locations.

Website: www.psasquashtour.com

About SMM

Squash Media & Marketing (SMM) is a PSA-owned entity which manages and exploits the commercial rights for the PSA and its key stakeholders with a view to accelerating the development of the sport.

About Nirvana Europe

Nirvana started business over 25 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", by 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.

Website: www.nirvanaeurope.com