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## USA TRIATHLON NEWS

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### USA TRIATHLON BOOKS A LONG-TERM STAY WITH NIRVANA EUROPE

*Nirvana to serve as USA Triathlon's exclusive travel management partner and hotel booking provider starting in 2025*

**COLORADO SPRINGS, Colo.** — USA Triathlon today announced it has expanded its partnership with [Nirvana Europe](#) as the organization's exclusive travel management services partner and hotel booking provider through the LA 2028 Olympic and Paralympic Games.

Nirvana has proven itself as a premier travel company, boasting more than 25 years of service and extended support for the multisport community including the IRONMAN Global Series and the World Triathlon Championship Series.

As part of the expanded partnership, Nirvana will now facilitate all domestic hotel and travel needs for USA Triathlon's proprietary events, starting with the 2025 Multisport National Championships Festival Presented by Mutual of Omaha in June 2025. Nirvana's team has been able to seamlessly integrate their support into the U.S. multisport community since the partnership began and is now offering full travel packages inclusive of air, ground, accommodations, and onsite experiences for both domestic and international events. The full list of partnership events can be found [here](#).

"Nirvana's support of USA Triathlon and their commitment to jump all in with our team and community has been extraordinary," said Victoria Brumfield, USA Triathlon CEO. "Their team is attentive to our needs across all travel dynamics and provides world-class support from ideation to onsite experience. We are very excited to expand our partnership and watch as the magic unfolds at our events, Team USA World Triathlon races, and the LA 2028 Olympic and Paralympic Games."

*"Working with USA Triathlon, Team USA and the whole US Triathlon community, over the last year, has been nothing but a inspiring".* said Jonny Snodin, Nirvana's Global Director of Revenue. *"The energy that this community brings motivates us to strive for new levels of products and services to make sure every athlete has what they need to achieve their goals. Our expanded relationship with USA Triathlon allows us to support the Sport of Triathlon in the US enabling athletes to travel to events globally stress free. We are so excited to see how we grow with the sport up to and beyond the LA 2028 Olympic and Paralympic Games.*

### 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



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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.nirvanaeurope.com](http://www.nirvanaeurope.com).

### **About USA Triathlon**

USA Triathlon is proud to serve as the National Governing Body for triathlon, as well as 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 3,500 events and races and connects with and supports more than 300,000 unique active members each year, making it the largest multisport organization in the world. In addition to its work at the grassroots level with athletes, coaches, and race directors — as well as the USA Triathlon Foundation — USA Triathlon provides leadership and support to elite athletes competing at international events, including World Triathlon World Championships, Pan American Games and the Olympic and Paralympic Games.

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