

NIRVANA

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Release Date – For immediate release

British Triathlon and NIRVANA expand long term travel partnership



British Triathlon and NIRVANA extend long-term partnership, continuing to support the world's best triathletes with travel and accommodation services.

Since teaming up in 2002, British Triathlon and NIRVANA have supported Olympic and Paralympic medallists, helping them focus on their performance by handling travel and accommodation logistics. This extended collaboration, to the LA 2028 Games and beyond, covers all travel for Olympic and Paralympic teams, international travel for staff and high-performance athletes, and management of domestic events.

British Triathlon Age Group members will also continue to enjoy NIRVANA's stress-free travel solutions and through NIRVANA's new Independent Hotels offering, they can now book a wider variety of accommodation directly through the NIRVANA website. British Triathlon members can enjoy flexible options to suit a range of budgets, with access to personalised services designed specifically for triathletes and their support crews.

Ruth Daniels, Chief Executive Officer at British Triathlon said:

"We are delighted to extend our partnership with NIRVANA, a company that truly understands and supports the needs of our athletes, whether they are Olympians,



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Paralympians, Age Group athletes or just starting on their triathlon journey. Their expertise in event travel and accommodation makes a real difference, ensuring our members can prepare for their races without unnecessary, additional stress. The new Independent Hotels offering is a fantastic addition, giving our age-group athletes even more choice and flexibility when planning their events.”

Jonny Snodin, Global Director of Revenue at NIRVANA, added:

“We are thrilled to continue one of our longest standing global partnerships. Our partnership with British Triathlon spans over 23 years and we have loved playing our part in supporting the best triathletes in the sport. The extension to our partnerships will see us support the next cycle of Olympians on the journey to LA and we will be there to help and support every step of the way. At NIRVANA, we are not only dedicated to supporting professional athletes but to enhancing the athlete experience of amateur and age group athletes by providing seamless, stress-free travel solutions. Our Independent Hotels offering is an exciting new development, giving British Triathlon members more flexibility while maintaining the high standards of service that our customers expect. We look forward to supporting athletes at every stage of their journey, from booking their travel and stay to crossing the finish line.”

For more information on British Triathlon, visit www.britishtriathlon.org.

For more details on NIRVANA's services, visit www.nirvanaeurope.com.

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About NIRVANA

Founded over 25 years ago, NIRVANA is a leading sports travel specialist, providing comprehensive event travel and accommodation solutions for athletes and supporters worldwide. From exclusive hotel arrangements to expert race-day logistics, NIRVANA ensures a seamless experience for athletes competing at the highest level. For more information, visit www.nirvanaeurope.com.

About British Triathlon

British Triathlon is the governing body for triathlon, duathlon, and related multisport in Great Britain, supporting athletes of all levels from grassroots participants to elite competitors. Through its partnerships and initiatives, British Triathlon aims to inspire and facilitate participation in multisport events across the UK. For more information, visit www.britishtriathlon.org.