

# NIRVANA

EVENT TRAVEL, ACCOMMODATION & LOGISTICS

**NEDBANK**  
GRAVEL  
**BURN**

## NEDBANK GRAVEL BURN FOR IMMEDIATE RELEASE



### **NIRVANA Europe announced as the Official International Travel Partner of the Nedbank Gravel Burn**

**CAPE TOWN, SOUTH AFRICA** - South Africa's bold new gravel stage race, **Nedbank Gravel Burn**, is proud to announce a strategic partnership with **NIRVANA Europe**, who will serve as the Official International Travel Partner for the sold-out 2025 event.

Renowned for their expertise in athlete-focused travel logistics, NIRVANA will provide a comprehensive offering to international riders, including flight bookings, visa support, bike transportation, on-site bike assembly, and return services. Their on-the-ground presence in Knysna will ensure seamless, end-to-end support.

"For many athletes, the most stressful part of a major event is everything that happens either side of the race," said **Jonny Snodin**, Chief Commercial Officer at NIRVANA .

"We take that pressure away so riders can focus on the challenge ahead. With Nedbank Gravel Burn, we're also offering something money can't buy: the chance to ride across some of Africa's most spectacular and diverse landscapes and end the journey with a safari at Shamwari Private Game Reserve."



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The partnership sees **two-time Olympic gold medallist and NIRVANA Travel brand ambassador Alistair Brownlee** confirmed on the start line, with five exclusive international entries available through NIRVANA for riders wanting to join him in one of the most anticipated debuts on the global gravel calendar.

“Racing across remote semi-desert terrain, combining an exciting adventure with proper support, really appeals to me,” said **Alistair Brownlee**. “Nedbank Gravel Burn has all the ingredients for something special: Big days on the bike, wild terrain and a huge physical challenge. I’m really excited to be heading to South Africa in October to be part of it.”

As part of the international travel package, NIRVANA and the Nedbank Gravel Burn team are developing a **curated post-race safari experience at Shamwari Private Game Reserve**, hosted by Brownlee himself. This exclusive extension offers international riders the rare opportunity to unwind in luxury, encounter Africa’s iconic Big 5 wildlife and reflect on the journey alongside a legend of endurance sport.



“Racing in a place like South Africa is incredibly rewarding, but it’s also a big commitment for international riders,” said **Kevin Vermaak**, Founder of Nedbank Gravel Burn. “Many won’t know ‘the lay of the land’ or have access to the kind of networks locals rely on. Partnering with NIRVANA means those riders get the right kind of support without needing to worry about any of that, leaving them only to focus on the experience. Plus a few of them get to end it all on safari with Ali – what a way to wrap up the week.”



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The **2025 Nedbank Gravel Burn** takes place from **26 October to 1 November**, covering **800km over seven days**, with a **\$150,000 prize purse** – the largest in gravel racing. While general entries are sold out, NIRVANA offers one of the last remaining opportunities for international riders to secure a place.

#### **About NIRVANA Europe**

NIRVANA is a global leader in athlete travel and logistics, providing end-to-end support for endurance sports participants across the world. From flights to finish lines, NIRVANA is trusted by athletes for its reliability, experience, and personal service. For more information, visit: [www.nirvanaeurope.com](http://www.nirvanaeurope.com)

#### **About Nedbank Gravel Burn**

Nedbank Gravel Burn is a 7-day, 800km solo gravel stage race through South Africa's diverse and awe-inspiring landscapes. From lush coastal forests to the vast Great Karoo, riders sleep under starry skies in remote camp environments and end their journey at Shamwari Private Game Reserve, encountering Africa's iconic Big 5 wildlife. The race is a journey of discovery, connection, and challenge – offering a rare chance to ride through places few people ever reach. For more information, visit: [www.gravel-burn.com](http://www.gravel-burn.com)

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