



swiss aquatics

PRESS RELEASE

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ARENA SIGNS PARTNERSHIP DEAL WITH SWISS AQUATICS

Global swimwear reference brand **arena** has signed a sponsorship deal with Switzerland's national swimming federation, **Swiss Aquatics**. The agreement – the first between arena and the Swiss national body – runs through to the end of 2024, thus including in the contract period two Summer Games: this year's postponed Games of the XXXII Olympiad in Tokyo, and the 2024 Games in Paris.

“On behalf of Swiss Aquatics, I'm really pleased to share with our stakeholders that we have signed a partnership contract with arena, one of the world's leading sports equipment manufacturers,” said **Ewen Cameron, Co-president of Swiss Aquatics**. “I am sure that with their state-of-the-art technology, our athletes will be competitive and make us proud with their results. I would like to thank all those involved in these negotiations, arena for their trust, and CHRIS sports for their support.”

With its origins going back to 1906, Switzerland's first national federation was established in 1918, and in 1920 it joined FINA. Today, in addition to swimming, Swiss Aquatics is also the national federation for diving, water polo and artistic swimming. Numerous programmes are available across the full realm of swimming, ranging from the Kids Learn to Swim initiative, to the support and training of a stable of Elite athletes.

With a set of ambitious goals, Swiss Aquatics views the partnership with **arena** as a stepping stone towards its objectives, noting that the company's superior range of products and professional structures can help the federation to strive for international successes.

“We're proud to be arena's business partner in this new deal,” said **Christian Bättig, Founder and CEO of arena's distributor in Switzerland, CHRIS Sports**. “We're also really pleased to be able to



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work with our home federation, and to help support them in their goals, from the toddlers training pool to the biggest stages in world swimming.

“The **arena** brand is a global leader in watersports, with high quality, stylish products and an approach that aims to improve people’s lives by promoting a healthy lifestyle, particularly through swimming and the benefits it brings for both physical and mental health. “

arena has revolutionized the world of aquatic sport through insightful collaboration with world class athletes and the development of cutting edge competitive swimwear since 1973. Today, this spirit of collaboration and innovation lives on through a continuous evolution of advanced materials and Italian design that improves the performance, style and expression of all those who chose **arena**. From leading the lanes to living in style, **arena** is dedicated to providing all swimmers with the tools they need to express themselves, feel confident, win and achieve more. Because **in arena, you can**.