

arena renews sponsorship deal with Australian world champion Emily Seebohm

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SUMMARY

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Global water instinct brand **arena** has announced a renewal of their sponsorship agreement with Australian backstroker **Emily Seebohm**. The 23-year-old from Brisbane was 2015's leading female backstroker, winning both 100m and 200m titles at the FINA World Championships in Kazan, and will be hoping to emulate those efforts under the three-diamond banner at Rio's Olympics this summer.

"I am very excited to have the opportunity to work with arena again especially in such a massive year," she said on the announcement of the contract renewal. "With only two competitions left until our Australian Team Trials it's great to be able to focus completely on my swimming."

Emily has been winning medals since the age of 14, claiming her first relay world title and world record at 15, and her first Olympic relay gold medal – also in world record time – as a 16-year-old. Since first signing with arena in 2011, she has built an impressive record of achievements: one Olympic gold and two silver medals, three World Championship titles (all in 2015), along with three silver medals and a bronze, and two titles at both of the Commonwealth Games and Pan Pacific Championships in 2014. She is the current Australian record holder for all individual women's backstroke events in both long and short course – having set all the current marks during her time with arena – and in 2015 was named joint Australian Swimmer of the Year (with Bronte Campbell).

When she first teamed up with arena, Emily was the first Australian to sign with the Italian company for some time, following in the footsteps of the legendary Shane Gould, who was a member of the first Elite Team in the 1970s. Since joining the arena stable, five more champions have joined her, including 2015 FINA Male Swimmer of the Year Mitch Larkin, James Magnussen, Bronte and Cate Campbell, and Thomas Fraser-Holmes.

On 5-6 February, Seebohm competed at the 2016 Aquatic Super Series in Perth, where she won both 100 and 200m backstroke events. On the first day of competition, she posted a sub-2:08 time for the 200, and followed up the next day with an equally impressive 59.03 for the 100m. Reflecting after her performances at the meet, she said: *"It was fantastic to get out there and race for the first time this year. I can't wait to keep up the racing and get*

*back out there again!” “We’re thrilled that Emily’s continuing with the arena family,” said **Giuseppe Musciacchio**, arena General Manager of Brand Development. “She had a really fantastic 2015, which was nothing more than she deserves, given how much she’s put into swimming at the highest level for 10 years now. Aside from her results, she’s also great for our brand with her enthusiasm, competitiveness, and positive personality, and in many ways paved the way for our growth in Australia, which of course has included teaming up with five more of her world-beating compatriots. We have high hopes for Emily in this very important year, and look forward to continuing our great relationship both in and out of the pool.”*



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