

# arena and KNZB renew partnership until Tokyo 2020

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## SUMMARY

*Global water instinct brand arena is pleased to announce the renewal of its partnership with the Royal Dutch Swimming Federation (KNZB) with the extension of its sponsorship agreement until the Tokyo Olympics in 2020.*

**A**s official technical sponsor, the three diamond brand from Italy will supply the Dutch national teams with their standout orange kit in all four of KNZB's disciplines: swimming, diving, water polo, and synchronized swimming.

arena will partner with KNZB in its mission is to preserve and grow the country's strong tradition of swimming at all levels. Today the Federation has 145.000 registered swimmers, and plays a key role in the country's custom of teaching swimming from an early age as the basis for life-long health and keeping fit in a fun way.

*"Renewing the contract with arena is a compliment to our entire team" said KNZB director Jan Kossen. "Our athletes are delighted that they are again assured of the best equipment and clothing in the coming years. We are pleased with the confidence of arena and glad they keep supporting us to reach our ambitious goals."*

*"We are really happy with our partnership with KNZB, and are looking forward to building on the strong foundation we've established together over the past four years," said arena co-CEO Giuseppe Musciacchio. "Europe has always been and will always be a fundamental aspect of our business, and to grow and continue producing leading-edge products for our home-continent market we need important alliances such as that with KNZB. In fact, thanks to the success of our sponsorship role and collaboration with the Dutch Federation, arena's business in the Netherlands over the past four years has grown. We look forward to continuing our great working relationship, and helping the Federation achieve its goals."*

At the sport's highest level, the Federation's efforts have helped produce legends over the years such as Inge de Bruijn (4-time Olympic champion 2000-04 & 5-time World champion 2001-03), and Pieter van den Hoogenband (3-time Olympic champion 2000-04 & 10-time Euro champion 1999-2006).

More recently, the past four-year arena-KZNB collaboration has seen world-class performances from Ranomi Kromowidjojo (2012 Olympic champion 50 & 100m freestyle, 2015 World champion 50m freestyle), Ferry Weertman and Sharon Van Rouwendaal (2016 Olympic open water champions), and

the Dutch women's water polo team (silver medalists at the 2014 & 2016 European Championships in Budapest & Belgrade respectively, and the 2015 World Championships in Kazan).



#### SPOKESPEOPLE



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