

arena and Hungarian Swimming Association take long-standing relationship through to Tokyo

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SUMMARY

Global water instinct brand arena and the Hungarian Swimming Association (HSA) have renewed their long-standing relationship through a sponsorship agreement that will run through to the Tokyo Olympics in 2020.

The deal extends a collaboration that first started over 30 years ago. With newly-elected president **Gusztáv Bienerth** instituting a number of changes in the federation, arena will work with their partner as it refocuses its efforts on the promotion of swimming among the younger generations through programs such as Future Champions and Every Child Learns to Swim.

“This new contract with arena offers an improved framework for Hungarian swimming than the previous agreement,” said president Bienerth. *“We are currently going through a period of change, but one thing will certainly remain the same: arena is a strategic partner of the Hungarian Swimming Association, as it has always been. Thanks to the new agreement, the future of Hungary’s swimmers is secure, and they can continue to compete with the best in swimwear and accessories, starting with April’s nationals in Debrecen.”*

Hungarian swimming goes back a long way; the HSA was founded over a century ago in 1907, and was one of the eight founding members of FINA in 1908. At the first edition of the modern Olympic Games in Athens in 1896, Hungarian Alfréd Hajós won two of the four swimming events, and since then Hungary has gone on to win the fourth-most swimming gold medals overall (28), and the sixth-most medals in total (73). Backstroker Krisztina Egerszegi set the bar for Hungarian swimmers by winning five Olympic titles between 1988 and 1996, becoming only the second athlete to win the same Olympic swimming event three times; she is still one of only three to do so. Egerszegi also held the 200m backstroke world record for nearly 17 years.

More recently, the Hungarian swimming team placed third in the 2016 Rio Olympics medal table, winning seven overall, including three golds. Star of the Hungarian team was Katinka Hosszú, who won three titles, breaking the world record in her 400m IM victory and the Olympic record twice on her way to the 200m IM gold medal.

“We are really pleased to be continuing our relationship with Hungary, which is one of arena’s oldest partners,” said arena co-CEO **Giuseppe Musciacchio**. *“It’s one of Europe’s strongest aquatics*

nations, and we're proud to be associated with its swimming culture of technical excellence. In the pool, Hungary consistently punches above its weight, nurturing world-beating talent such as Katinka (Hosszú) and László (Cseh) – who we're happy to say are part of the arena Elite Team . With the World Aquatics Championships in Budapest coming up this July, it's an important year for the HSA, and we'll be working closely with them to make sure it's a success, as well as continuing to support them in their goals across all levels of aquatic sports."

Hungarian Swimming Association by the numbers:

- 139 swimming clubs
- 8120 registered swimmers
- 62 50m pools
- 170 33m and 25m pools
- 165 kids learning pools

Hungarian Swimming Association programs:

- For young talent, Future Champions
- For schools, Every Child Learns to Swim



SPOKESPEOPLE



Cristina Cantoni

PR Communication manager

arena Water Instinct

Tel. +39 0733 956200

Mob. +39 334 6879249

c.cantoni@arenawaterinstinct.com



arena water instinctnewsroom

