

# arena and Olympic champion Adam Peaty to continue their collaboration until Tokyo 2020

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## SUMMARY

*Global water instinct brand arena has renewed its sponsorship agreement with British breaststroke sensation Adam Peaty with a four-year deal running through to the Tokyo Olympics in 2020.*

Over the past few years, the 22-year-old from Uttoxeter, England has been peerless in his signature events, and is the current Olympic champion at 100m, world champion at 50m and 100m, and world record holder at both 50m and 100m.

Before 2014, Adam was just a promising breaststroker. But in three short years, he has reached the pinnacle of his sport, and in 2016 he was awarded an MBE (Most Excellent Order of the British Empire) for his feats in the pool and “remarkable service to the community”. The 2014 Commonwealth Games in Glasgow was his springboard to the upper echelons of the sport, winning two golds and a silver, and just a few weeks later he added the 50m & 100m European titles in Berlin, setting a new 50m world record in the process. In 2015 he became the first swimmer in history to break 58s in 100m breaststroke, and at his maiden World Championships in Kazan, snagged both 50m & 100m titles. He ended the year being named World Swimmer of the Year. In 2016 at his first Olympics, Adam dominated the 100m breaststroke event, winning by more than 1,5s, and also eclipsed his own world mark in both the heats and finals. It was an emphatic confirmation of his unique and prodigious talents.

*“It’s great to be extending with arena,” said Adam. “It feels so much like a family and I’m really happy to have them behind me all the way. It’s not only about their world-class gear, it’s also the amazing support they give me, and the fact that they include swimmers like me in the product development cycle to create the best products on the market by far.*

*“I look forward to working with the arena team for another 4 years, to be a great ambassador for the brand and inspire the next generation of swimmers around the world”*

*“Adam has been a fantastic addition to the arena stable,” said arena co-CEO Giuseppe Musciacchio. “His rise to the top has been nothing short of meteoric, and he’s really set a whole new set of benchmarks in breaststroke. On top of that, his MBE is testament to his character, and his professional attitude, hard-working and ethical approach, and his honesty and integrity make him the ideal arena ambassador. When it comes to the next four years, we have straightforward hopes and*

*expectations – more of the same.”*

2017 will be a busy year for Adam, taking him all over the world, including to Japan and Thailand. He recently kicked off the new year with impressive performances at Luxembourg's Euro Meet, where he set new meet records in both 50 & 100m breaststroke (27.04 & 58.94). In addition to the year's main focus at July's World Championships in Budapest, he will also swim the Arena Pro Series Grand Prix in Indianapolis in March, British Nationals in April, and Rome's Sette Colli in June.

## **Adam Peaty Profile**

- Born 28 December 1994 in Uttoxeter, England
- **Coached by former Olympic swimmer Melanie Marshall, trains at the Repton School in Derbyshire and Loughborough University in Leicestershire**
- Awarded the MBE (Member of the Most Excellent Order of the British Empire) in 2016
- Awarded Best Male Swimming Performance of the Rio 2016 Games by FINA
- Olympic medals: 1 gold, 1 silver (2016)
- World Championship medals: 3 gold (2015)
- European Championship medals: 8 gold (2016, 2014)
- Commonwealth Games medals: 2 gold, 1 silver (2014)
- First man to swim under 58s in 100m breaststroke
- Named World Swimmer of the Year in 2015 and European Swimmer of the Year in 2014, 2015 & 2016
- Won all his individual events at his first Olympics, first World Championships, and first European Championships
- First British swimmer in history to win three gold medals at a single World Championships
- Currently world record holder in 50m & 100m breaststroke
- Hobbies: Fast cars, grime music, Xbox (action / battlefield games), Action film fanatic
- Motto: Water brings out the best in me. It gives me opportunity, confidence and freedom.
- What he enjoys about his sport: Pushing his body to its extreme every day, travelling the world, meeting new people
- Eats 6,000 to 8,000 calories, drinks 5-6L of water a day, sleeps 8-9 hours
- Best advice: "Always do what you love and more importantly stay true to yourself"
- Charity commitments: *Sport In Action Zambia* and *Donna Louise Children's Hospice*



IMAGES





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