

Arena extends sponsorship of Olympic gold medallist Emily Seebohm



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Details

Tolentino, 6 March, 2014 – Arena, one of the world's leading brands in aquatic sports, is pleased to announce that it has renewed its sponsorship agreement with Australian backstroke, freestyle and IM swimmer, **Emily Seebohm**. The 21-year-old, who lives and trains in Brisbane, first joined the arena Elite Team in 2011, and in 2012 won three medals at the London Olympics.

"I am so excited to again be given the opportunity to train and compete in the best suits for a swimmer in the current market," said Seebohm. *"Arena's suits provide me with maximum confidence, which is something that cannot be underestimated."* She was recently involved in testing of the new Powerskin Carbon Flex suit, and revealed her trademark enthusiasm when she gave her feedback: *"Carbon Flex is rocking!"*

Seebohm was the first Australian to sign with the three-diamond brand 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 then, current 100m freestyle World Champions James Magnussen and Cate Campbell have joined Seebohm to create a powerful Australian contingent in the arena stable.

Having won an Olympic gold medal in 2008 as part of the victorious Australian 4x100m medley relay team in Beijing – setting a world record in the process – Seebohm's second Olympics proved to be even more successful four years later in London. She started out her campaign as a member of the gold medal 4x100m freestyle relay team, and followed up a day later with a new Olympic record in her 100m backstroke heat. Despite swimming the fastest time in the semi-finals, however, she was unable to replicate her heroics in the final, where she picked up the silver medal. Three days later she was back in the pool with the 4x100m medley relay team, which also finished second after swimming the fastest time in the heats.

A year later at the World Championships in Barcelona, Seebohm once again improved on her previous showing (at the 2009 World Championships in Rome) by taking home three silver medals. Like London, her most successful events were 100m backstroke, and the 4x100m freestyle and medley relays. She also made the final of the 200m IM, but withdrew to focus on the backstroke event.

Seebohm started off 2014 participating at January's Aquatic Super Series in Perth, and now turns her attention to the Australian National Championships in April, which double as a selection meet for the Commonwealth Games and Pan Pacific Championships. Her continuing year-on-year improvement should make her one of the athletes to watch in Glasgow from 24th-29th of July, and then from 24th-28th of August near her home town on the Gold Coast.

"We are really pleased to be keeping Emily within the fold," said **Giuseppe Musciacchio**, Arena General Manager of Brand Development. *"Her enthusiasm, competitiveness, and positive personality are great for our brand, and in many ways personify the Australian athlete. She's something of a modern pioneer for us as well, being the first Australian to join our team*

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in some time, and to be continuing our partnership with her – as well as signing James (Magnussen) and Cate (Campbell) – reinforces the work we’re doing to grow our brand in Australia. We are looking forward to another strong year from Emily, and wish her the best of luck at the Commonwealth Games and Pan Pacific Championships.”

“I’ve been really happy my experience and relationship with Arena,” continued Seebohm. “Their support has been great over the past years, and gives me the perfect platform to achieve my goals, time after time. I count myself very lucky to have them in my corner.”

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