

Arena expands Polish sponsorship with Czerniak signing and Kawęcki renewal

08 APRIL 2014

Tolentino, 8 April, 2014 – Arena, one of the world’s leading brands in aquatic sports, is pleased to announce it has signed a new sponsorship agreement with Polish butterfly and freestyle swimmer **Konrad Czerniak**, while also renewing its support deal with countryman and backstroke specialist, **Radosław Kawęcki**.

The 22-year-old Kawęcki originally joined the arena Elite Team in 2012, and his first act in three diamond equipment was to win his maiden European 200m backstroke title in Debrecen, before narrowly missing out on a podium position at the London Olympics. He ended off an impressive year with back-to-back gold medals at the European SC Championships in Chartres and the World SC Championships in Istanbul. 2013 was also successful for Kawęcki as he picked up his first World Championship medal in Barcelona (200m backstroke silver) and retained his European SC 200m backstroke title in Herning, Denmark, marking him as a serious gold medal contender in the backstroke events at the world’s leading competitions.

“I am really pleased to be continuing my relationship with arena,” said Kawęcki. *“The past two years have been really good for me, and I attribute much of that success to arena’s support and their world class swimsuits. I am really looking forward to competing in the new generation carbon suits, and to doing the best I can to bring credit to the brand.”*

The 24-year-old Czerniak from Puławy, east Poland, won his first international medal at the 2007 European Junior Championships in Antwerp, where he snagged the 50m butterfly title. Since then, he’s had several podium finishes at the major European events, with a 100m butterfly bronze at the 2010 European LC Championships in Budapest, and two golds (50m freestyle, 100m butterfly) and a bronze (50m butterfly) at the 2011 European SC Championships in Szczecin, Poland. At the 2011 World Championships in Shanghai, he broke the national record in finishing second in the 100m butterfly, and then finished third in the same event two years later in Barcelona, just one-hundredth of a second behind the silver medal. In between, he also made the final of his signature event at the London Olympics. He currently holds the Polish national records in 50m and 100m freestyle and butterfly for both long and short course.

“This is a real honour for me to be chosen by arena for their Elite Team,” said Czerniak. *“I have always admired the technology and swimsuits of arena, and my teammate Radosław’s experience with the company over the past two years has confirmed that they are the best in the sport. The coming season will be a great opportunity for me to try out the new Carbon Flex, and I hope I can be a good ambassador for the company outside of the pool as well.”*

“We are very pleased to be renewing our support for Radosław and adding Konrad to the arena stable,” said **Luca Belogi**, arena’s General Manager for International Business. *“Polish swimming is developing some world-class talent, and our collaboration at the national team*

level along with individual sponsorships help us to further consolidate arena's position in Poland, where we already have a significant market share in our core pool and racing business."

"This is a really important agreement for Polish swimming and for the arena presence in Poland," said **Jarosław Daniel**, Brand Manager of Martes Sport, arena's distributor in Poland. "Radosław and Konrad are two of the nation's leading world-class swimmers, which will give the brand greater exposure in the country, along with arena's existing sponsorship of the national swimming team. We look forward to continuing our partnership with the three diamond brand, and to helping the continuing growth of swimming in Poland, which can only accelerate with the results being produced by the likes of Radosław and Konrad."



IMAGES



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