

Nirvana Europe Appoints New Chief Operating Officer

For immediate release

It has today been announced that Sport England's David Newton joins Nirvana Europe, bolstering the Senior Management Team as Chief Operating Officer. David will be located at the company's head office in Wallsend and will be responsible for the development of the marketing systems and processes that underpin Nirvana's growing portfolio of international travel and logistics services.

David previously held the Executive Director role at Sport England, where he was responsible for Strategic Marketing & Digital Innovation, including the development and launch of the recent This Girl Can campaign, Fit Got Real and before then worked at Great Run for 15 years as Managing Director, having started his career at Procter & Gamble working with household names, including Pampers, Attends and Always.

David Newton, Nirvana Europe's Chief Operating Officer said *"It's great to be working back in my native North East with Nirvana, having worked the last two years in London with Sport England. I worked closely with Nirvana during my time at Great Run, however I have also used their services personally when I recently completed the Austrian IRONMAN, and I honestly couldn't have done it without them! I'm really looking forward to working with the team to explore and develop new market opportunities in this rapidly growing sector."*

Nigel Morris, Nirvana Europe's Managing Director said: *"We are delighted to welcome David and his wealth of experience to the team - he joins at a very exciting time for Nirvana as we develop and expand the brand as a specialist travel and logistics partner, working with some of the biggest sporting events in the world."*

"Our growing portfolio includes IRONMAN, Great Run, Celtic Football Club and the ITU World Triathlon Series and David's experience within marketing and sales, across retail and sport in both the public and private sector will be invaluable in leading us to successfully achieve our strategic objectives."

- Ends -

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Notes to Editor

Nirvana was originally established by Ken Morris in April 1999 in North Shields to provide travel and accommodation to the Great North Run. Today Nirvana offers a wide range of travel and logistics solutions to athletes competing in events across the world.

A family owned company, Nirvana has grown significantly from its North East roots and long-term association with the Great North Run into a specialist working with some of the biggest sporting/events in the world. Nirvana's current portfolio includes:

- Ironman European Series 70.3
- Ironman European Series 140.6
- Official GB Age group Team Travel
- ITU World Triathlon Series
- 2019 ITU World Triathlon Grand Final
- Great Run Series
- Celtic Football Club Travel
- All England Badminton
- Triathlon Australia Age Group Team Travel
- Super League Triathlon

In 2019, Nirvana celebrate 20 years in the event travel industry, a significant milestone in the company's history.

For further information please contact Nirvana on 0191 257 1750.

Website: Nirvanaeurope.com