

FOR IMMEDIATE RELEASE

Lausanne (Switzerland) – 12 January 2018

World Archery and Erreà Sport sign three-year clothing deal

Erreà Sport becomes a main sponsor and the official supplier of World Archery technical official and staff uniforms under the agreement.

World Archery and Erreà Sport have partnered on an exclusive three-year deal that sees the Italian clothing manufacturer become the official supplier of uniforms for technical officials and World Archery staff and a main sponsor of Hyundai Archery World Cup and World Archery Championship events in the 2018, 2019 and 2020 seasons.

Erreà will also work with national archery federations to develop team uniforms to complement its existing presence in the archery market, headlined by its innovative Active Tense® performance line.

- Brand-new partnership between World Archery and Erreà Sport
- Erreà Sport to provide uniforms for World Archery technical officials and staff
- Three-year agreement running through Tokyo 2020

Founded in 1988, Erreà is a leading Italian technical sportswear brand. Erreà products are worn in more than 70 countries by hundreds of professional teams and millions of pro and amateur athletes. From archery, soccer and volleyball to rugby, basketball, Formula One racing and more, teams rely on Erreà as their Official Technical Partner.

As part of the new agreement, Erreà will receive significant exposure at World Archery events, accessing a growing community of an estimated over 30 million archers worldwide.

World Archery President Prof Dr Ugur Erdener said: *"We are very pleased to welcome Erreà Sport as an official sponsor of World Archery and are excited to work with a company that has proven both so innovative and so successful in its approach to developing bespoke clothing for a wide range of sports. Archery's athletes have embraced Erreà's high-quality products and we're happy to have the company join us on our journey through the next Olympic Games in Tokyo in 2020."*

Erreà Sport President Angelo Gandolfi said: *"World Archery is an excellent partner for Erreà Sport. As a federation that is consistently looking to push boundaries as it expands the sport's reach worldwide, World Archery embodies the principles of innovation and the strive for excellence that is core to Erreà's business. We look forward to seeing Erreà Sport's products and brand on proud display on the international archery circuit over the coming years."*

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NOTES FOR EDITORS

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World Archery is the international governing body for the sport of archery, formally known as FITA, recognised by the International Olympic Committee. Founded in 1931 in Lwow, Poland, World Archery serves to promote and regulate archery worldwide through its 160-plus member associations, international competition and development initiatives.

World Archery is based in Lausanne, Switzerland.

- Website: www.worldarchery.org
- Facebook: www.facebook.com/WorldArcheryPage
- Twitter: www.twitter.com/worldarchery
- YouTube: www.youtube.com/user/archerytv