

## **SPAR Supports European Athletics**

A new deal has been signed between SPAR International and European Athletics that extends their partnership for another eight years until 2027. SPAR International has been the principal sponsor of European Athletics since 1996. This is the first time the contract has been signed for eight years – a sign of major commitment on the SPAR’s part to facilitating healthy lifestyles through sport. The new deal commences from January 2020 and will see SPAR secure its position as sponsor of the following events:



- European Athletics Indoor Championships (every two years)
- European Athletics Championships (every two years)
- SPAR European Cross-Country Championships (annual)
- European Athletics Team Championships (every two years)

SPAR International has also committed to support the sponsorship of the 2020 European Athletics U18 Championships in addition to the 2021 European Athletics U20 and U23 Championships, highlighting the brand’s focus on promoting youth sport.

The announcement was made during an official press conference in Glasgow on 28 February, ahead of the 2019 European Athletics Indoor Championships taking place from 1-3 March in Glasgow’s Emirates Arena.

Commenting on the new sponsorship deal, SPAR International Managing Director Tobias Wasmuht said: “We are delighted to extend our long-standing partnership with European Athletics – a collaboration that spans more than 20 years. Our sponsorship of these major sports events provides invaluable brand exposure, increasing awareness of SPAR globally. As a responsible retailer, SPAR has always been a destination for customers seeking healthy lifestyle solutions and through our partnership with European Athletics, SPAR is closely aligned with healthy living.”

European Athletics President Sven-Arne Hansen added: “SPAR has been the principal sponsor of European Athletics since 1996 and we are very happy to continue our valued partnership. It is vital for our sport to have sponsors of the stature of SPAR supporting athletics. We have mutual goals in improving health and well-being throughout the continent, and we hope to build on this synergy.”

Cyprus and Greece took part in the recent European Athletics Indoor Championships with excellent results, including an historic first gold medal for Cyprus, won by Milan Trajkovic in the 60 metres hurdles. SPAR has a presence in Cyprus and its first store on the island operates in Larnaca, in association with Ermes Group, a member of the CTC Group.

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