

The National Arena Swimming League



Announcing that ARENA will be the principal sponsor of the National Swimming League for the next three years.

This will be a very strong partnership with a leading swimwear company committed to ensure the future of the League. ARENA will support each of the active leagues around the country for the rounds in October, November and December. In addition they will play a leading role in the finals day at Ponds Forge in each of the next three years.

ARENA will ensure that there are retailers at many of the galas during the rounds and their products will soon be available through the League website. It is also proposed to have League 'merchandise', so watch for the launch of this exciting range of products. The League will also benefit from every sale, as that is part of the sponsorship deal.

The League will now be called "***The National Arena Swimming League***".

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For further information contact:

Ian Mackenzie
The National Swimming League
Mobile 07810641772
Website - www.nationalswimmingleague.org.uk
E-mail - ian.macsirs@ntlworld.com

Solo Sports UK Ltd
Arena Distributor in the UK
Tel. 015396 22322
E-mail: sales@solosport.co.uk