## New Balance

## England Athletics is delighted to be working with our sponsors New Balance, the global athletics footwear and apparel brand.

## To ensure you receive the latest New Balance offers exclusive to England Athletics registered athletes please ensure your email address and address are correct at [www.englandathletics.org/registered-athlete](https://www.englandathletics.org/registered-athlete).

## You can also benefit from regular offers including 20% off New Balance products via our Registered Athlete offers. Ensure your athlete registration is up to date and that your details up to date at [www.englandathletics.org/registered-athlete](https://www.englandathletics.org/registered-athlete) to ensure you get the full benefit of all the New Balance Registered Athlete offers.

## New Balance will be providing performance kit for all England Athletics representative teams as well as offering exclusive discounts to England Athletics registered athletes.

## As part of the arrangement New Balance will produce entirely new designs for England Athletics teams across all disciplines and age groups. New Balance will also be supporting England Athletics national championships, beginning with the National Age-Group Indoor Championships which take place this weekend in Sheffield.

## The sponsorship stands as a substantial investment in England Athletics, the organisation’s membership and the sport’s grass-roots.

## Chris Jones, Chief Executive of England Athletics said: “England Athletics is delighted to be working with New Balance, one of the world’s leading performance brands. New Balance has shown that they are fully committed to supporting the development of athletes and the grassroots of the sport and the sponsorship represents an exciting opportunity for both New Balance and England Athletics to deliver real value to our membership and the wider athletics and running family in England.”

## Pete Riley, New Balance’s Sports Marketing Manager, said: “I am proud that New Balance has taken the opportunity to sponsor the governing body for athletics in England. The beating heart of athletics in England lies within its clubs and its athletes and we feel honoured to be part of such a rich tradition.”

## More information will be announced in due course including the unveiling of the performance New Balance kit to be worn by England international athletes and more details on how England Athletics registered athletes will also be able to benefit from the partnership with New Balance through exclusive discounts on New Balance athletics footwear and apparel.

## InterContinental Hotels Group (IHG®)

## Now you can enjoy great savings when booking a stay at any IHG hotel - including InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, Holiday Inn®, Holiday Inn Express® and Staybridge Suites®.

## Great offers all year round

## The benefits include weekend discounts at almost 500 hotels across the UK and Ireland, and throughout Europe.

## Benefits to registered athletes, who can take up the ‘Partner rate’, include:

## 30% off weekends

## 20% off weekends (including breakfast)

## Plus earn lucrative IHG® Rewards Club points which you can then exchange for nights in IHG hotels – another great way to see more, for less!

## With so many participating hotels, this is an exciting opportunity to visit cities of culture and sites of historical interest, whether combining your next competition with a relaxing holiday or checking into an airport hotel to ease the stress of travelling.

## IHG hotels are located in some of Europe’s most desirable destinations. Wherever you choose to go in Europe, it will cost you less with IHG.

## To access the IHG Partner Rates athletes should log in at [www.englandathletics.org/registered-athlete](https://www.englandathletics.org/registered-athlete) or [www.englandathletics.org/myprofile](https://www.englandathletics.org/myprofile) and go to the 'Benefits' page

## AfterShokz

## England Athletics has an exciting partnership with AfterShokz, the number one bone conducting headphone brand. Bone conducting headphones are the only earphones that are approved for use in all road races under the UK Athletics rules of competition.

## https://www.englandathletics.org/library-media/images/ea-official-headphones-210X140.jpgAfterShokz, promoters of safe running, are England Athletics’ official headphone partner and provide exclusive offers to England Athletics registered athletes and RunTogether participants and leaders, as well as product for England representative teams.

## To receive the latest discount codes regarding AfterShokz products athletes should ensure that they have logged in at [www.englandathletics.org/myprofile](https://www.englandathletics.org/myprofile), given a current email address and opted in to receive information.

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