



FOR IMMEDIATE RELEASE

Swimovate to be official timing sponsor for LEN European Aquatic Championships, London 2016

19th April 2016, Wraysbury, UK

Swimovate Ltd, manufacturer of the PoolMate range of lap-counting watches, is announced as the official timing sponsor for the LEN European Aquatic Championships London 2016. The UK company is delighted to be positioning itself at the forefront of international aquatics.

“It’s a fantastic opportunity to raise our profile and introduce PoolMate watches to a much wider audience.” said Swimovate CEO Lisa Irlam “It’s amazing to have the European Championships in the London Aquatic Centre. I came to see the Olympics here in 2012 and this is the largest event to be held here since. We are delighted to be the Official Timing Sponsor and involved in such a prestigious event in our home country. This is a new venture for us and it’s so exciting.”

The Elite Championship event takes place at the Olympic Park in London from 9th to 22nd May. The event will see the best swimmers in Europe compete in the last major aquatics championships before the Rio 2016 Olympic Games.

The elite event is followed by the European Masters Championships from 25th to 29th May where the best of Europe’s swimmers aged from 25 to 100 will complete for their own medals and records.

Swimovate will produce a special edition of their PoolMateLive watch for the event.

The Special Edition PoolMateLive features all of Swimovate’s patented lap-counting technology. The watch gives swimmers details of their lap count, speed, distance, duration, stroke count, timing, calories and much more. Data can also be uploaded to a computer for in depth analysis.

The PoolMateLive, special edition will be available on site at the event and from Swimovate’s website from 9th May.

Swimovate will be partnering with Microplus, who will provide the data processing and TV graphics services. Microplus have extensive experience delivering timing solutions for world class sporting events.

Exploiting a gap in the sports watch market, Swimovate developed and released their first PoolMate watch in 2009. PoolMates can now be found on the wrists of swimmers all over the world on swimmers of all ages and abilities.

Further information can be found at www.swimovate.com or by emailing info@swimovate.com.

Learn more about the LEN European Aquatic Championships London 2016 at

<http://euroaquatics2016.london/>

About Swimovate®

Swimovate Ltd is a UK company run by a close team of swimmers and triathletes developing innovative, affordable electronic training products for sports in particular swimming. The first PoolMate watch was sold in 2009 and the company now have a complete range of different models and sell all over the world.

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