inspiresport Appoints Lotus UK to Support Global Expansion.

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Travel and sport communications agency Lotus UK has been appointed by school sport specialist inspiresport.

Lotus UK will develop a multi-market PR campaign as well as forging strategic relationships with sporting bodies, brand and travel partners.

Following multi million pound investment from private equity fund manager Calculus Capital in 2014 inspiresport has robust development plans including adding new sports to its portfolio and launching in new markets.

With offices currently in Cardiff, Manchester and Spain, inspiresport organises bespoke school tours to iconic sporting destinations such as Real Madrid, Manchester City, Valencia CF and FC Porto.

Tours allow school children to train at world class international and domestic facilities with top coaches and teams in a variety of sports including football, rugby, netball, cricket, tennis and hockey.

Run by CEO Steve Butchart, inspiresport is exclusively endorsed by the UK's leading governing bodies for school sports including the English, Scottish, Welsh and Northern Irish School's Football Associations and Netball Europe.

The company is a preferred partner of the NSCAA (National Soccer Coaches Association of America) and has recently launched tennis coaching camps in Florida and the French Riviera with Ethan Mason Sports.

The business launched its first ski programme earlier in 2015 with tours to USA, Canada and Andorra.

Sarah Johnson, creative director of Lotus UK says, "Inspiresport has a clear expansion strategy. We are excited to be part of this, helping to build inspiresport to be the leading brand in school development tours."

Steve Butchart, CEO of Inspiresport comments "Lotus UK is a natural fit for our business with a strong reputation in travel and sport as well as experience managing global campaigns."

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Editorial notes

- inspiresport.com is the only specialist sports travel company to be endorsed by the UK's leading governing bodies for schools sports travel, the School Travel Forum.
- inspiresport.com represents some of the finest clubs and National Federations across a range of high-profile team sports.
- Inspiresport has exclusive endorsement from the English Schools Football Association, Scottish Schools Football Association, Welsh Schools Football Association, Northern Ireland Schools Football Association, Football Association of Ireland Schools, Scottish Independent Schools Football Association, Netball Europe, Welsh Netball.
- UnderArmour are the official kit provider for inspiresport

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