VOW Nutrition collaborates with Team GB as Official Nutrition Product and Licensee for Paris 2024

Thursday 17 August, 2023

VOW Nutrition is thrilled to be fuelling Team GB as an Official Nutrition Licensee ahead of the highly anticipated Paris 2024 Olympic Games, with Olympic medallists Matt Richards and Daryll Neita signed up as athlete ambassadors.

Swimming star Richards, who was part of Team GB's gold-medal winning men's 4x200m freestyle relay at Tokyo 2020, and double Olympic bronze-winning sprinter Neita will each be supported by VOW with quality nutrition to fuel their respective journeys towards the Games.

Team GB and VOW Nutrition will join forces to introduce a brand-new collection of official product accessories, including co-branded shakers and water bottles, with some exciting new packaging concepts working with VOW's Informed Sport approved nutrition products.

Founded in Britain in 2019, VOW Nutrition has a track record of working alongside esteemed athletes and sporting governing bodies, establishing a reputation as a trusted provider of top-quality, batch tested and Informed Sport Accredited supplements, including creatine, protein, amino acids, and pre-workout items.

Expressing his enthusiasm, Simon Stevens, CEO of VOW Nutrition, shares, "We are immensely proud to collaborate with Team GB in anticipation of the Paris 2024 Olympic Games. All our products are made in Great Britain, currently available in over 1400 Boots stores and 758 Holland & Barrett stores. Moreover, our packaging is produced domestically and is 100% recyclable. We are excited to work with Team GB and look forward to a successful Paris 2024 Olympic Games."

Olympian Matt Richards added, "The Paris 2024 Olympic Games is as close as it gets to a home Games, so we anticipate an electric atmosphere. While winning gold in the 4x200m freestyle event in Tokyo was an incredible experience, I am determined to surpass my previous performance and strive for even more medals in Paris for the team. I am constantly seeking marginal gains, so partnering with VOW Nutrition is an exciting opportunity to explore what we can accomplish together."

- Ends -

For interview opportunities with Matt Richards, Daryll Neita, or Simon Stevens, please contact: Paul Sherrell at paul@fitmg.co.uk or call 07720 462172.

About VOW Nutrition:

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- Informed Sport approved
- All products are made in Great Britain
- Currently available in over 1400 Boots stores and 758 Holland & Barrett stores.
- VOW Nutrition packaging is produced in Great Britain and is 100% recyclable

For further information, please visit VOW Nutrition

About The British Olympic Association:

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to develop, promote and protect the Olympic Movement in our territory in accordance with the Olympic Charter. The BOA achieves this through:

Media:









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- Working in partnership with our members and key stakeholders to deliver world-leading services and support to enable British athletes to reach their full potential at the Olympic Games, Olympic Winter Games and other IOC-sanctioned events
- Working in partnership with our members and key stakeholders to provide athletes with relevant support on the journey to, during and following their Olympic careers
- Engaging people throughout the United Kingdom to pursue their very own goals and dreams through the Olympic Values and the example of Team GB Olympians
- Being the independent voice of Olympic Sport and collaborating with our members and other sport stakeholders, both domestically and internationally, to support the continued growth and overall health of the Olympic Movement in the UK

For further information, please visit TeamGB.com

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