Press release from Swedish Athletics and Craft Sportswear
August 8, 2015

**Craft is the new clothing supplier to the Swedish Athletics**

**national team**

Functional sportswear brand Craft is the new clothing supplier to the Swedish Athletics national team. The team will wear the new collection for the first time at the World Championships in Beijing in August. The 5-year collaboration between Swedish Athletics and Craft extends through 2019.

*"It will be very exciting and fun to cooperate with Craft. Craft is a strong Swedish brand with great knowledge and experience to manufacture functional sportswear for elite athletes as well as keep-fit enthusiasts. What Craft stands for fits perfectly with our brand and what we want to communicate*," says Swedish Athletics' secretary general Anders Albertsson.

Craft already supplies clothes to several national teams, such as the Swedish cross-country ski team and the Norwegian athletics team.

*"We are very proud to start collaborating also with Swedish Athletics,"* says Craft's marketing manager Daniel Högling. *"We are a Swedish company that grows globally and by joining forces with the Swedish Athletics national team, we strengthen our presence in one of the world's largest and most prestigious sports. Traditionally, we have been strong in winter sports where countless world-class athletes have won Olympic and World Championship medals wearing our garments. We now have the same high ambitions for summer sports. As a partner to the national team, we get a unique opportunity to develop the next generation of functional and innovative training and competition garments – innovations that ultimately aim to boost the sports experience for athletes on all levels."*

More information:

Swedish Athletics

Jan Larsson, Marketing Manager

Email: jan.larsson@friidrott.se

Phone: +46 70-379 86 22

Craft

Daniel Högling, International Brand Manager

Email: daniel.hogling@craft.se

Phone: +46 70-167 33 85