

Nashua nets the Sports Illustrated Swimwear Issue

Nashua has signed a three year deal to continue its naming rights sponsorship of the South African Sports Illustrated Swimwear Issue for an undisclosed amount. The annual print edition, which has made household names of models like Tanya Fourie, Christina Storm, Kerry McGregor, Minki van der Westhuizen, Megan McKenzie, Tanit Phoenix, Teresa de Klerk and Gina Athans will be supplemented with multi-media exposure including national radio and TV coverage.

Chris Scoble, managing director of the Nashua group, says: "The SA Sports Illustrated Swimwear Issue is the ultimate marriage of travel, sport and glamour and we are proud to be associated with this prime event.

"One of our key sponsorship areas is sport and a sporty association such as this, which has such strong male/female cross over appeal has been a great tool to entrench our brand particularly with the young executive business market. It has proved successful in increasing brand awareness, so re-signing as principal sponsor was a natural choice."

This year's campaign will be shot in the Seychelles and will be available in stores from mid-October 2005.

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