Press Release: 6 February 2020

Activity booking platform, eola, become headline sponsor for GBR Series from 2020

Snowsport England, Snowsport Scotland and Snowsport Wales have confirmed a partnership with activity booking platform, eola (www.eola.co), which will see them become the headline sponsor for the GBR ski race Series from 2020.

The eola GBR Series 2020 brings the highest level of ski racing on UK artificial slopes. It is a twelve race series that includes six events at outdoor facilities and six events on indoor snow. It's an opportunity for the UK's most promising skiers to participate in regular ski races against others of the same age - from under tens all the way through to Master's. All events are sanctioned by the Home Nations Governing Bodies with Snowsport England organising seven, Snowsport Scotland organising three and Snowsport Wales with two; meaning races will be running across the country.

Robin Kellen, Chief Executive of Snowsport Wales is welcoming the new partnership with eola:. *"These competitions are such a crucial part of the calendar and we are delighted to have eola on board to support these series of events. Snowsport Wales have previous experience of working with eola and we think that they provide a fantastic opportunity for organisations looking to grow activity in a number of sports. It is a great fit for the GBR series and we look forward to working with them."*

The GBR series kicks off on the 3rd of May at Pendle Ski Club and will visit a total of seven different venues across England, Scotland and Wales. The series will also visit Chill Factore, Chatham, Edinburgh, Glasgow, Pontypool and Sunderland.

CEO, Callum Hemsley is delighted by the blossoming partnership; *"We are thrilled to be sponsoring the inspiring GBR Series and look forward to collaborating with the Home Nations Governing Bodies. We believe our organisations share a common goal of inclusion and community. At eola, our mission is to provide beautifully simple technology to power the world of adventure sports. We want to enable more people to take part in and explore incredible experiences. The eola GBR Series will be a great platform for competitive*

participation and we are excited to be working together with the three snowsport governing bodies to grow awareness and accessibility of these amazing sports."

To find out the schedule for the eola GBR Series, you can visit https://gbski.com/calendar.php which also includes details about how to get involved.

Ends

Snowsport England
Snowsport England is the national governing body for snow sport in England: www.snowsportengland.org.uk, www.facebook.com/SnowsportEngland, @SnowsportEng on Twitter and @snowsportengland on Instagram

Snowsport England is responsible for growing participation in snow sports through direct funding from Sport England. As well as working closely with snow centres, artificial slopes and clubs to increase participation, Snowsport England also manages English squads and athletes across all the snow sport disciplines, as well as handling the training of coaches and officials.

Snowsport Wales
Snowsport Wales is the national governing body for snow sport in Wales: https://www.snowsportwales.co.uk/, https://www.facebook.com/SnowsportWales/, @SnowsportWales on Twitter and @snowsportcymruwales on Instagram

Snowsport Cymru Wales aims to increase participation in snowsport and develop sustained participation. It also organises and trains Welsh squads, choosing representative teams for international events both at home and abroad whilst also encouraging and offering advice on the development of clubs and coaches.

Snowsport Scotland
Snowsport Scotland is the national governing body for snow sport in Scotland: https://snowsportscotland.org/, https://www.facebook.com/snowsportscotland, @Snowsport_Scot on Twitter and Instagram

As the representative for Snowsports in Scotland we work in partnership with like-minded organisations to encourage more people to get involved in Snowsports & to support our best athletes to perform on the world stage.

eola

eola is a booking and management platform that provides cutting edge tech enabling businesses to easily manage their day-to-day admin via one beautifully simple platform. Founded in 2017 and launched in 2019, eola has already seen over 60 businesses live on the
platform, and tens of thousands of bookings processed during its first year alone. Now also launching their marketplace with the continued goals of powering the adventure sports industry, and to get more people outdoors to explore new experiences.
https://eola.co/