

## Fans give gold to Speedo

Swimwear brand, Speedo, has scooped the 'Fan Brand of the Year' accolade at this year's Sports Technology Awards in London. Voted for by sports fans all over the world, Speedo beat out stiff competition from over 30 global sportswear brands.



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The Sports Technology Awards reward and celebrate the best and most innovative technology advances in sport. Speedo is the first ever brand to win the 'Fan Brand of the Year' award, which was introduced this year.

Sean Hastings, Vice President of Product and Marketing at Speedo International said: "Since 1928 we've been striving to create the most innovative products and inspire swimmers. Fans are the lifeblood of sport and technology is at the heart of what we do, that's why it's such an honour to win an award as voted for by sports fans globally."

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