iPro Sport named as Headline Partner of the inaugural Essex Rugby 7s Festival

The University of Essex would like to announce that iPro Sport is the Headline Partner of their newly named “iPro Sport University of Essex Rugby 7s Festival” being held on Saturday 18th March 2017.

The University of Essex is hosting its first ever Rugby 7s Festival in celebration of its recent partnership with the RFU, being one of only fifteen Universities nationwide to have achieved RFU partnership status. The University runs a men’s and women’s rugby 7s performance programme where student athletes access daily rugby training, S&C coaching, sports science support, receive performance lifestyle advice along side a flexible study timetable.

The University of Essex is welcoming Universities from around the South-East Region as well as two invitational sides to battle it out to be the iPro Sport University of Essex Rugby 7s Champions! The Festival will also play host to an O2 touch competition with teams from the local area competing for the Touch Champions Crown!

With help from Shaun Conlon, the University Sports Development Officer, Rosie Kay and Harry Vidler, the University Rugby Activators have been appointed the main organisers of the event. Funded by the RFU, they are both also responsible for promoting rugby participation to students of all standards to include intermural events and rugby education.

Rosie Kay, University Rugby Activator at The University of Essex commented; “It was extremely important that we chose a partner who could provide our rugby athletes with a great tasting product with quality hydration benefits without the inclusion of any artificial chemicals. iPro Sport was the natural fit for us and we are delighted to have them on board this weekend. I am very much looking forward to the day, with players from all over the region coming to our University to celebrate the RFU partnership we received and the hard work both myself and Harry Vidler have put in.”

Nick Hird, National Business Development Manager for iPro Sport said; “We are extremely committed to educating students on the health and performance benefits of our products. To be chosen as the Preferred Partner of the Essex Rugby 7s Festival and the Hydration Drink of choice of the players further demonstrates that student athletes are becoming more aware of what they should be hydrating their bodies with to maintain peak performance and aid recovery. We will be working very closely with our new partners, Essex Food to ensure iPro Sport is readily available during the competition and on general sale throughout the University Campus.”

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For more information on the health and hydration benefits of iPro Sport, please visit: www.iProSport.com