

Commercial support is growing for world orienteering championships in Edinburgh

The Sprint World Orienteering Championship 2024, taking place in Edinburgh from 12-16 July, have announced five established Scottish based companies as new commercial partners.

In just over a month the world's best orienteering athletes will navigate Edinburgh's streets and organisers have announced Lothian Buses, The University of Edinburgh and Cullen Property as official event partners with Gordon Nicolson Kiltmakers an Event Supplier and Masterplan's Coast & Islands Orienteering Week a new Event Supporter.

The wide-ranging partnership with Lothian Buses as Official Transport Partner will promote WOC 2024 through videos shown on their on-board screens in the lead up to the event and provide an invaluable transfer bus service for athletes and team officials during WOC 2024. This will be in line with both Lothian Buses and WOC 2024's sustainability policy to encourage spectators and WOC Tour participants to use public transport wherever possible.

Lothian Buses will also offer discounted 'Citysmart' cards for purchase via the WOC 2024 website.

WOC 2024's partnership with University of Edinburgh will see

the University offer extensive and exclusive usage of its sports facilities during the Championships and in the build-up to the event. The University will also host the WOC 2024 Official Event Centre and Office.

Cullen Property are a leading letting and property management agency based in Edinburgh. As official Event Partners of WOC 2024 they are engaging and promoting the sport of orienteering to their thousands of current and previous Edinburgh student tenants, as well as being part of the Scottish Orienteering committee, supporting and helping organise the event.

Gordon Nicolson Kiltmakers will provide the stylish and modern uniform that will be worn by all WOC 2024 medal and flower bearers, bringing an unmistakably Scottish flavour to all post-race ceremonies. They will also be providing high-quality WOC 2024 tartan tote bags to all team members, a give-away that will be a great memento of the event.

Mark Munro, Director of Sport and Active Health at the University of Edinburgh said: "The University of Edinburgh is honoured to be an Official Event Partner for the Sprint World Orienteering Championships coming to Edinburgh in July. We are excited to support this exhilarating event and welcome athletes from around the world to navigate the historic and picturesque streets of Scotland's capital city.

Keith Finlay, Head of Commercial, Lothian Buses said, "We are delighted to be working with WOC 2024 as Official Transport Partner, helping move competitors and spectators around the city smoothly. "

Andy Mitchelmore, WOC 2024 Event Director, said: "WOC 2024 will be one of Edinburgh's key sporting events of this summer.

"With 350 elite athletes expected to compete, over 400 officials and volunteers to support the event plus thousands of spectators, we believe the number of quality commercial partners we have attracted reflects the level of delivery we

expect for the World Championships.

“We are delighted to welcome five new partners at different levels to WOC 2024 and can’t wait to work together with them to deliver the best event possible.”

The new relationships complement existing partnerships, which include EventScotland, part of VisitScotland’s Events Directorate, and The City of Edinburgh Council as Funding Partners, and Heart Research UK’s Heart of Scotland Appeal as Official Charity Partner.

WOC 2024 is organised by Scottish Orienteering 6 Days Event Company in conjunction with Scottish Orienteering Association, British Orienteering Federation, and the International Orienteering Federation.

www.woc2024.org



Some 350 elite athletes are expected to compete in Edinburgh’s Sprint world orienteering championships next month

WOC 2024



**Sprint World Orienteering
Championships Edinburgh**