

ARSENAL WELCOMES COVER-MORE AS OFFICIAL TRAVEL INSURANCE PARTNER



Arsenal Football Club has announced Cover-More, one of India’s leading travel insurance providers, as their Official Travel Insurance Partner. The partnership will run for three seasons.

Cover-More Group, parent of TrawellTag Cover-More, is a global specialist and integrated travel insurance and medical assistance provider operating in 14 countries including India, New Zealand, UK, Australia, China and the USA, where the group owns Travelex Insurance Services. From December 2017, Cover-More will create Arsenal travel insurance, car-hire insurance and match ticket cancellation insurance solutions for fans attending and travelling to games throughout the season, as well as insurance packages that cover the club’s pre-season tours.

Cover-More Chief Executive Officer Mike Emmett said: “We aim to protect the individual Arsenal fan experience when they want to go to a game, whether they’re travelling from Islington or India, Sydney or San Francisco.

“We will employ technology to customise our proposition for each fan and use geo-location to offer them meaningful types of protection products. Examples are a ticket-protection product that also rewards fans if the team wins on the field or switch-on-switch-off travel insurance products for diehard Gunners fans whether they live within or outside the UK.

“Arsenal Football Club has thrived on a pioneering and innovative spirit throughout their 125 years in existence. They make their fans proud wherever they are in the world and it is that focus on innovation, the fan experience and their loyal worldwide following that makes this an exciting partnership for Cover-More.”

Dev Karvat, CEO of TrawellTag Cover-More Group said Arsenal was one of the world’s leading and most supported football clubs with millions of fans worldwide and in India. He said that Arsenal Mumbai Supporters’ Club was the first Arsenal Supporters’ Club in India to be officially recognised by Arsenal F.C. in 2008.

“This is an exciting partnership for TrawellTag Cover-More in India and globally, and we are thrilled to be associated such a historic and iconic brand like Arsenal,” Dev Karvat said.

The partnership will help Cover-More, which is part of the Zurich Insurance Group, to build global brand awareness by promoting their services through the club’s digital platforms, on pitchside LED branding and post-match interview backdrops within Emirates Stadium. Cover-More will also become an official partner of the club’s increasingly popular Emirates Stadium Tour experience, which currently welcomes 250,000 visitors per year. ENDS

Notes to editors**Arsenal Football Club**

Arsenal is one of the leading clubs in world football with a strong heritage of success, progressive thinking and financial stability. The club was founded in 1886 in Woolwich, south London, before moving to Highbury in north London in 1913. We moved to Emirates Stadium in 2006.

Arsenal has an impressive roll of honour: English League Champions 13 times, FA Cup winners a record 13 times, League Cup winners twice and European Cup Winners' Cup (1994) and European Fairs Cup (1970) winners once. In addition, Arsenal Women are the most successful English club in women's football. They celebrate their 30th season this year. The club has 45,000 season ticket holders, 1.8m digital global members and one of the biggest digital followings in the game with a reach of 85m across all channels.

The Arsenal Foundation uses the power of football and the Arsenal name to inspire and support young people in north London and across the globe. The Arsenal Foundation raises funds each year and works with a number of key partners including Save The Children, Islington Giving, Willow and the Gunners' Fund. Locally, Arsenal in the Community has delivered programmes to drive positive social outcomes for more than 30 years. For further information please visit www.arsenal.com

Cover-More Group

Cover-More Group is a global specialist and integrated travel insurance, medical assistance and employee assistance provider. Cover-More operates in 14 countries including the UK, Australia, New Zealand, China, India and the USA where the group owns Travelex Insurance Services. Cover-More has diversified distribution across retail travel, aviation, financial institutions and direct. The group was acquired by Zurich Insurance Group in April 2017. www.covermoregroup.com

Media contacts**Santoshi Shreyes**

Santoshi_shreyes@trawelltagindia.com

+91 750619212

Sweta Bhattacharya

Sweta_bhattacharya@trawelltagindia.com

+91 9004649166