

New nutrition box and clothing brand aims to get more people running and cycling.

Submitted by: Vivi Nation

Monday, 21 May 2018

Announcing the launch of Vivi Nation, a British-based sports brand for cyclists and runners, promoting a fit, active and healthy lifestyle.

London, UK, 21st May 2018: London-based startup, Vivi Nation (<http://www.vivination.co.uk>), today officially launches with its full product range for cyclists and runners. Created to encourage and motivate the UK's population to get healthy and active, Vivi Nation wants to particularly help beginner's on their fitness journey.

As a society, we are less active than ever before. It is estimated two-thirds of Brits will be obese or overweight by 2025, and the UK is the most obese country in Western Europe. Sport and activity is a great way to combat this. However, many are still put off by the barriers to entry: cost, the perception of required ability and motivation.

Running and cycling are two sports that are incredibly accessible and require little equipment to get started. They are also two of the most popular and effective exercise activities in the country, making them the perfect medium for those starting out.

Chris Smith, Founder, Vivi Nation, says, "Our aim is to create a 'Nation' of people who want the motivation to do something special - whether that is run 5k, cycle 100 miles or enter a marathon. Every product we have and each piece of content we write is done to support that".

The Vivi Nation clothing range is designed for comfort, performance, and style - look great, feel great, achieve great. The range is designed to encourage people to get out and explore the outdoors by being part of 'The Nation'. The nutrition boxes, which can be purchased as a monthly subscription or stand-alone, are packed with the best brands on the market. Each product is carefully handpicked to inspire a more sustainable, healthy lifestyle.

Chris continues, "We want to encourage people, all people, to live a sweaty, nutritious and active life. Ultimately, we want people to get involved, get fit and get healthy. I believe cycling and running are two accessible sports that can provide the perfect medium for achieving that. Our nutrition boxes compliment this, for both performance goals and health."

"We really care about our customers. We are a startup with a small team of people genuinely passionate about cycling, running and health. We want to see people treat their bodies well and get healthy for the right reasons. So, regardless of whether you are just starting out cycling, running your tenth marathon, or simply want to lead a healthier, more active, lifestyle, I think Vivi Nation has something to offer."

About Vivi Nation

Vivi Nation is a UK-based nutrition subscription box and clothing brand for cycling and running. Aiming

to encourage a healthy and active lifestyle, our brand is designed for anyone who wants to improve their fitness. Join the Nation at www.vivination.co.uk.

For further information, images, interview opportunities and product samples, please contact:

Nicola Meighan, Brand Manager

Email: Nicola.meighan@vivination.co.uk

Website: www.vivination.co.uk

Instagram: [vivi_nation](https://www.instagram.com/vivi_nation)

Facebook: [ViviNation](https://www.facebook.com/ViviNation)

Twitter: [@vivinationfit](https://twitter.com/vivinationfit)