



## **UniMed now exclusive Health and Wellness Partner to the Crusaders**

2 September 2024

UniMed are proud to officially announce they are the exclusive Health and Wellness Partner of the Crusaders, signing on for a two-year collaboration.

As a home-grown organisation, with a vested interest in supporting Aotearoa to becoming the happiest and healthiest nation, it was a natural fit for UniMed to partner with the Crusaders who are driven by their community, teamwork and innovation.

UniMed's Chief Marketing & Product Officer, Kirsty Phillips, said, "The Crusaders, like us, are a local success story. They are champions for their hometown and for their people."

"We're excited that this partnership will allow us to work and connect with some of the best minds in the health, sport and wellness space including in leadership, nutrition, hydration, movement and fitness," said Phillips.

After working with over 500 employers nationwide, including some of the country's largest organisations, UniMed knew working with another well-known and successful brand like the Crusaders was a great opportunity for its 140,000 Members.

"As an organisation that exists to keep working New Zealander's and their whānau in lifelong good health, we're looking forward to taking the Crusaders knowledge and sharing this with our Members to help them with their own health goals and priorities," Phillips said.

Crusaders CEO, Colin Mansbridge says the Crusaders and UniMed coming together is the perfect brand alignment.

"We welcome the UniMed team into our Crusaders whānau and look forward to building something that's more than just rugby. UniMed clearly care about their community and our overall wellbeing, they crusade with heart and align well with who we are as a club".

As part of the partnership, UniMed is supporting the Crusaders and University of Canterbury PhD sleep programme, which will deliver important information on sleep duration, quality and recovery metrics. In time, this will be rolled out to UniMed members to help them improve their own quality of rest.

"Both our organisations are committed to our communities, and the care we have for our people is authentically at the heart of who we both are. We look forward to working with UniMed, and seeing the opportunities that we can develop in the health and wellbeing space", says Mansbridge.

**To kick off the partnership, UniMed are offering their Members discounted access to the Crusaders Leadership Programme, a two-week, high-intensity virtual experience for coaches and business leaders. To find out more please [click here](#).**

**Ends.**

**For more information:**

Madison Monk

Communications Specialist, UniMed

Mob: 027 3409 160

[madison.monk@unimed.co.nz](mailto:madison.monk@unimed.co.nz)