

## **Club Med partners with Premier League's Wolves FC to launch exclusive football academy**

*Wolves FC joins luxury all-inclusive holiday operator in providing an unforgettable football experience on France's Atlantic Coast*

**11th March** - [Club Med](#), the luxury family travel brand renowned for pioneering the all-inclusive holiday concept, has today announced the launch of a new partnership with Wolverhampton Wanderers FC (Wolves). The partnership will see Club Med and Wolves host an exclusive football training camp at [Club Med La Palmyre Atlantique](#) from the **24th - 31st May 2025**, offering young sports enthusiasts staying at the resort a once-in-a-lifetime opportunity to train with Premier League-level coaches, in one of France's most picturesque destinations.

Young Wolves fans, as well as football fanatics in general, will be able to receive professional training from Wolves' FC expert coaching team. The football academy will be split into age-groups for kids between 4 - 17 years old, with elite-level coaching helping to maximise support and training for young adults. Each day will focus on learning different skill-sets, including dribbling, ball control and shooting, culminating in an awards ceremony at the end of the week to congratulate the players. Throughout the week, the Wolves' coaching team will reveal professional training techniques used at Premier League level, and host an inspirational masterclass to the group, offering advice and trips and tricks on the game.

Situated on the breathtaking Atlantic coast, Club Med La Palmyre Atlantique provides a spectacular seaside escape for families and is a favourite amongst guests for its unspoiled natural beauty and sunny climate. Outside of the football camp, where the scenic football pitch overlooks the ocean, guests can enjoy the resort's exceptional all-inclusive amenities such as unwinding in the swimming pool, enjoying gourmet dining or taking part in other sporting activity such as sailing, cycling or yoga.

*"We are delighted to join forces with Premier League football club Wolves FC to deliver a one-of-a-kind experience for Club Med guests to enjoy this summer", stated **Nicolas Bresch, Club Med's Managing Director for the United Kingdom, Ireland, and Nordics**. "Nurturing young talent has always been at the heart of our work through our acclaimed Kids Clubs and diverse sporting activities available across our resorts, so we're excited to blend our signature all-inclusive concept with Wolves' world-class football programme to create a transformative summer experience for families and young athletes alike – and to grow our partnership following this initial week-long camp at picturesque Club Med La Palmyre Atlantique."*

The partnership is the latest in a long line of sporting residencies hosted by Club Med across its 70 resorts globally. Most recently, in 2024, the brand played host to Team GB ski racer, Chemmy Alcott, and triple Olympic gold medalist, track cyclist Ed Clancy, both of whom hosted specialist training sessions for guests looking to improve their ski and cycling prowess.

Guests can secure their spot at the football training camp by booking a week-long holiday from 24 - 31st May at Club La Med Palmyre Atlantique via Club Med's website [here](#). Imagery for the partnership can be found [here](#), whilst general resort imagery can be found [here](#).

A seven-night stay at Club Med La Palmyre Atlantique costs from £2,860, based on a family of four (flights excluded). Price based on departure date 24.05.2025. Book now at [www.clubmed.co.uk](http://www.clubmed.co.uk) or call 03453 676767.

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#### **ABOUT CLUB MED**

Club Med, founded in 1950 by Gérard Blitz, invented the all-inclusive holiday club concept, adding in activities especially for children with the creation of the Mini Club in 1967. Led by its pioneering spirit, Club Med seeks out exceptional destinations and sites. Today, Club Med is the world's leading provider of upscale, all-inclusive holiday packages with a French touch for families and active couples. Club Med operates nearly 80 Resorts, of which 95% are rated Premium & Exclusive Collection that offers a selection of the brand's most exclusive Resorts, villas, chalets, and yacht characterised by premium accommodations, exceptional hospitality and personalized services, exclusively beautiful locations, refined dining concepts and lounges, transformational experiences, and unique architecture and design elements. Present in 30 countries around the world, the Group employs more than 23,000 Gracious Organisers (G.Os) and Gracious Employees (G.Es), representing 110 nationalities.

#### **Press Contacts for Club Med**

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