



## **Swisscom to continue as main sponsor of Swiss-Ski**

**Swisscom is to continue as main sponsor of the Swiss national teams and all Swiss-Ski squads in alpine and Nordic disciplines as well as snowboarding, freestyle and Telemark skiing until 2018. The agreement has been extended and the commitment to talent development and recreational sport expanded.**

Swisscom has been the main sponsor of Swiss-Ski since 2001. Last week's extension of the agreement until 2018 will see Swisscom will continue to support Swiss winter sports. "More than three million people in Switzerland are winter sports fans, Swisscom among them. That's why we want to support Swiss winter athletes, both big and small, as they strive for peak performance," says Tom Rieder, Head of Sponsorship at Swisscom.

### **Aiming for the top together**

By extending its partnership with Swiss-Ski, Swisscom wants to provide winter athletes and their trainers with the stable environment they need to continue delivering top-class performances in the future. Swiss-Ski and Swisscom share a common goal: to put Switzerland back among the winter sports elite. This calls for targeted development of up-and-coming talent, and Swisscom's partnership with Swiss-Ski includes support for various projects in this area. The main focus is on helping the Swisscom junior team prepare professionally for the annual junior world championships.

### **100,000 kids on the snow by 2018**

To get more schoolchildren interested in winter sports again, Swisscom is launching the Swisscom Snow Days in cooperation with Swiss-Ski and other partners. The project will enable school classes to spend a day on the snow at an affordable price – whether they want to try downhill, snowboarding or cross-country. The aim is for more than 100,000 schoolchildren to spend a day on the snow by 2018.

Stefan Brüttsch, Head of Marketing at Swiss-Ski, views the extension as a demonstration of trust:

"Swisscom has been supporting Swiss-Ski for more than ten years, and we have already celebrated



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countless successes together. However, it is every bit as important to provide backing for recreational sports events and talent development, which will help us continue to win medals in the future."

Swisscom first became the main sponsor of Swiss-Ski's Nordic squads and co-sponsor of its alpine squads in 2001. The telecommunications provider took over as main sponsor of the alpine squads a year later and has since extended its involvement to include all the new disciplines integrated into Swiss-Ski.

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