

# POLOWORLDCUP

## A Z E R B A I J A N

Press Release

### **1<sup>st</sup> Arena Polo World Cup Azerbaijan: Reviving the tradition!**

The world has a new polo destination: On September 2013, the Republic of Azerbaijan will host the 1<sup>st</sup> Arena Polo World Cup.

**Zurich, 5<sup>th</sup> of February 2013.** Polo Premiere in Baku: From the 6<sup>th</sup> to the 8<sup>th</sup> of September 2013, four teams with professional players from Argentina, the U.S., UK and Germany will battle for the 1<sup>st</sup> Arena Polo World Cup in Baku, the capital of Azerbaijan. Presented by Milla the renowned dairy company of Azerbaijan – the event is produced and organized by World Polo GmbH and local partners.

The tournament starts on the 5<sup>th</sup> of September 2013 with a presentation of the teams and sponsors at the Kempinski Hotel Badamdar Baku. In the evening, the international players and invited guests will be welcomed at the official welcome party also at Kempinski. The three-day tournament takes place at the newly constructed outdoor polo-arena at the Elite Equestrian Centre in Baku. By “bringing polo home” – the goal is to establish the great sport of polo in Azerbaijan.

As one of the highlights of the event, a friendly match between the Azeri team Chovgan and one of the four top teams of the tournament is scheduled for Saturday afternoon. Chovgan is a reminder of the roots of the original polo sport in Azerbaijan. Only few people know of this connection: The name Chovgan dates back a thousand years ago when in Azerbaijan an archetype of polo used to be played and is still played now.

Apart of the polo chukkas, a broad programme spectrum provides entertainment and sports for everybody. Guests from all over the world are expected.

For further information, please contact:

#### **International:**

#### **World Polo GmbH**

Reto Gaudenzi and Jürg Reinger

Managing Director

Etzelstrasse 42

P. O. Box 714

CH-8038 Zürich

Tel.: +41 43 343 98 54

e-mail: [info@worldpolo.com](mailto:info@worldpolo.com)

**Local:**

**Tatyana Sulzenbacher**

Director General Administration

TVINS LLC

Kempinski Hotel Badamdar Baku / Kempinski Baku „the Crescent“

1c M. Mushfig Street (Residence Tower, 5th Floor, office Nr. 531)

AZ 1006 Badamdar Baku, Azerbaijan

Tel.: +994 12 5386328

Fax: +994 12 5396329

Mob: +994 50 2901300

e-mail: [tatyana.sulzenbacher@tvins-khb.com](mailto:tatyana.sulzenbacher@tvins-khb.com)

**Official Website**

[www.worldpolo.com](http://www.worldpolo.com)