

# 1st International Parmigiani Guards Polo Cup

by Fondation 1792

Media Release January 2006: 1<sup>st</sup> International Parmigiani Swiss Guards Polo Cup launches a new tradition for the Fondation 1792

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France's *Corps des Mousquetaires* beat Switzerland's *Gardes Suisses* 7 to 5 ½ in an exciting match

International mix among the select group of guests

Sponsors highly satisfied with the event

The First International Parmigiani Swiss Guards Polo Cup well-received by international press, including Swiss Television SF 1

**September 30, 2006** (Winterthur, Switzerland) - The Fondation 1792 is proud to have launched a new tradition with the First International Parmigiani Swiss Guards Polo Cup, a momentous occasion for Franco-Swiss relations, on September 23, 2006 at the Ferme d'Apremont Polo Club du Domaine de Chantilly. The International Parmigiani Swiss Guards Polo Cup will allow the Fondation 1792 not only to continue its mission to promote the relationship between France and Switzerland, but also to keep the memory of the history between the two nations alive, particularly the *Gardes Suisses* in the service of France.

### Exciting Polo Match

The polo match set Switzerland's *Gardes Suisses* against France's *Corps des Mousquetaires*, under the high patronage of his Excellency Jean-Didier Roisin, Ambassador of France to Switzerland and his Excellency François Nordmann, Ambassador of Switzerland to France.

The *Gardes Suisses*, sponsored by Bank Wegelin & Co, comprised Stephane Macaire (4) (Captain), Gaetan Gosset (2), Max Mendel (-1) and William Berry (-1).

The *Corps des Mousquetaires*, sponsored by Bugatti, comprised Bob Rademaker (1) (Captain), Tomi Ussher (5), Raya Venkata Raman (0) and Guy Draps (0).

The players were dressed in specially designed red (Switzerland) and blue (France) team shirts provided by La Martina, the world-renowned supplier of polo attire based in Argentina, and official equipment supplier for the International Parmigiani Swiss Guards Polo Cup. The polo match's official medical partner, Swiss Leading Hospitals, was on-hand in case of necessity.

The exciting two-hour match enthralled the guests and ended intensely with the *Corps des Mousquetaires* beating the *Gardes Suisses* 7 to 5 ½.

### International Mix of Selected Guests

The Fondation 1792 and the sponsors of the First International Parmigiani Swiss Guards Polo cup invited a select group of guests from all over the world. Over 150 guests made the journey to Chantilly to enjoy the polo match and festivities. The guests were not only from France and Switzerland and a few other nearby European countries, including England, Germany and Sweden, but also from as far away as Argentina and Mexico, the United States, Russia, Australia and Saudi Arabia.

Guests were invited to participate in a raffle with exciting prizes, including a hot-air balloon ride in the Parmigiani Montgolfier at Château d'Oex.

Guests expressed their pleasure at having been invited to the event. **Leo Baumann**

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### 1st International Parmigiani Guards Polo Cup

Fondation 1792, Matthias Baumberger

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said "the First International Parmigiani Swiss Guards Polo Cup was great fun and a wonderful way to spend the day. I am so happy to have made the trip from Zurich to be here today."

## Sponsors Highly Satisfied

The cup sponsor, Parmigiani, displayed several of their luxury watches, including their new Bugatti Type 370 watch. Guests enjoyed trying on these precious watches before and after the polo match. **Jean-Marc Jacot, Member of the Board of Parmigiani** said, "We are very pleased to have been a part of the launch of this new tradition for the Fondation 1792 and look forward to participating in the years to come."

Guests relished climbing into a Bugatti Veyron, specially transported to Chantilly by Bugatti, sponsor of the *Corps des Mousquetaires*. Guests also enjoyed sipping Champagne de Venoge and savoring Chateau Trollet Lafite.

## Event Well-Received by International Media

Several members of the international press were present at the event, mingling with the guests and sponsors and enjoying the festivities. The organizers of the event were honored that **Swiss Television SF 1** sent a team to cover the event. **Swiss Television** aired their **2:40**-minute piece on the event on September 28.9. 2006 to over 234000 viewers representing a market share of 27,3% in Switzerland.

## About the International Parmigiani Swiss Guards Polo Cup

The International Parmigiani Swiss Guards Polo Cup is an international charity, society and lifestyle event focused around a polo cup in one of the most elegant polo clubs in Europe, the Ferme d'Apremont Polo Club du

Domaine de Chantilly, within close proximity of Paris. The event brings back the century-old rivalry between the legendary *Corps des Mousquetaires* and the *Gardes Suisses*.

## About the Fondation 1792

The Fondation 1792 is a tax exempt charitable foundation under Swiss law. Its mission is to foster Franco-Swiss friendship with cultural, commercial and political exchanges.

This press release is available on the world-wide web at: [www.swissguardspolo.com](http://www.swissguardspolo.com)

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