

## *Media Release*

### The Match for Africa 3

## **AZ Medien|tv & radio and Blick Group become media partners of The Match for Africa 3**

Zurich, 1 February 2017 – AZ Medien | tv & radio and Blick Group have become media partners of The Match for Africa 3. As the official host broadcaster, TV24 will broadcast the charity tennis match between Roger Federer and Andy Murray, the current ATP World No. 1, on Monday, 10 April 2017, live from Zurich's Hallenstadion. TV24, a national TV channel owned by AZ Medien AG, regularly puts out live productions in the world of elite sports, and can be watched nationwide. Ringier will act as media partner to The Match for Africa for the third time this year after 2010 and 2014 through Blick, and will produce the programme booklet for Exhibition Night, as well as reporting on the event.

Both AZ Medien | tv & radio and the Blick Group will support the Roger Federer Foundation in raising funds by promoting a donation week between 3 and 10 April 2017. The foundation established by 18-time Grand Slam champion and Career Grand Slam winner Roger Federer supports children living in poverty and promotes educational programmes in seven countries in southern Africa and Switzerland. The foundation's programmes currently support 275,000 children.

"We are immensely proud to be able to support this world-class tennis event for a good cause as media partner and official host broadcaster, and look forward to helping the Roger Federer Foundation's fundraising campaign with our comprehensive media portfolio. Live top sports is a major component of TV24's programme strategy, and we place great importance on supporting sustainable charitable projects," says Roger Elsener, Managing Director of AZ Medien | tv & radio and member of the Executive Board of AZ Medien AG, on its comprehensive commitment.

For Marc Walder, CEO of Ringier AG and former professional tennis player, The Match for Africa is very close to his heart: "The Roger Federer Foundation provides an invaluable contribution to improving the lives of thousands of children growing up in poverty. It's very impressive work. Which is why I'm hugely excited about Ringier and the Blick Group supporting The Match for Africa as a media partner for the third time. We are very proud of being able to provide our readers with comprehensive coverage of this exciting sporting head-to-head and to give this great event the attention it deserves."

Main Partner



Premium Partner



Media Partner



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## Roger Federer Foundation



For more than twelve years, the Roger Federer Foundation has been engaging in education programmes for children living in poverty in Africa and Switzerland. It only works with carefully selected local organisations in long-term partnerships and seeks to bring about systemic change and have a sustainable impact. The Foundation therefore aims to enable and empower the local population to assume responsibility for finding solutions to problems while also determining the content, organisation and finances of these solutions. There are currently (as at 2016) 15 programmes running in Botswana, Malawi, Namibia, South Africa, Zambia, Zimbabwe and Switzerland, reaching 275,000 children with a total of approximately CHF 6.5 million. The Roger Federer Foundation aims to support one million children by 2018.

[www.rogerfedererfoundation.org](http://www.rogerfedererfoundation.org)

### Facts and figures on the Roger Federer Foundation

- 2003 start of the Foundation
- 4 members of the family on the Board of Trustees
- 15 initiatives and local partners at present
- 7 countries with programmes currently running
- 275,000 children benefitting from the current programmes
- 1 million children to be reached by 2018
- 29 million Swiss francs invested in total by the end of 2016

## The Match for Africa 3



The two previous Exhibition Nights held for the benefit of the Roger Federer Foundation at Zurich's Hallenstadion proved extremely popular among Swiss tennis fans, with both events selling out. Following matches against Rafael Nadal (2010) and Stan Wawrinka (2014), current ATP #1, three-time Grand Slam champion and two-time Olympic gold medallist Andy Murray will be Roger Federer's opponent this time.

Date	Monday, 10 April 2017, 8 p.m.
Location	Hallenstadion, Zurich
Players	<b>Roger Federer</b> , 18-time Grand Slam champion, winner of a Career Grand Slam and winner of 89 singles tournament titles  <b>Andy Murray</b> , current ATP World #1, three-time Grand Slam champion and two-time Olympic gold medallist (London 2012 and Rio 2016), winner of 41 singles tournament titles
Programme	6 p.m. Doors open at the Hallenstadion (foyer) 7.30 p.m. Start of the pre-programme 8 p.m. Start of the main programme, The Match for Africa 3 approx. 10.30 p.m. End of the event
Tickets	Sold via Ticketcorner: <a href="http://ticketcorner.ch">ticketcorner.ch</a> (Currently not available)
Hospitality	Sold via Event-Website: <a href="http://match-for-africa.com">match-for-africa.com</a>
Live broadcast	TV24 and blick.ch from 8 p.m.

Main Partner



Premium Partner



Media Partner



### For further information, visit

Websites: [match-for-africa.com](http://match-for-africa.com), [rogerfederer.com](http://rogerfederer.com)

Facebook: [facebook.com/Federer](https://facebook.com/Federer)

### Match for Africa 3 Media Office

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### Information regarding the event

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"The Match for Africa 3" is presented by ROLEX with the support of additional partners. The net proceeds from the Exhibition Night will go to the Roger Federer Foundation.

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