

THE MATCH FOR AFRICA

FOR THE BENEFIT OF THE ROGER FEDERER FOUNDATION

Media release

The Match for Africa 3

Grand exhibition match – proceeds of CHF 1.4 million so far to benefit the Roger Federer Foundation

Zurich, 10 April 2017 – A perfect blend of world-class tennis and African rhythms set the audience alight in the sold-out Hallenstadion. Roger Federer and Andy Murray provided an extra-special exhibition night for the 11,000 spectators. The appearance of the 18-time Grand Slam winner and the current World Number 1 helped raise CHF 1.4 million, which they passed on to the Roger Federer Foundation. The fund-raising campaign running in tandem with The Match for Africa 3 is continuing until 18 April 2017.

One million children to be helped by 2018

Ticket sales, sponsorships and a fund-raising campaign on match-for-africa.com supported by media partners TV24 and the Blick Group have so far raised CHF 1.4 million for the Roger Federer Foundation's education programme. The fund-raising campaign is continuing until 18 April 2017. "The evening was a wonderful experience. We were given a tremendous welcome in the Hallenstadion. And what makes the evening all the more special is that we were able to raise so much for my Foundation. So a really big and sincere thank-you to Andy for coming to Zurich to support us", said Roger Federer after the match.

Founded more than 13 years ago, the Roger Federer Foundation has since spent CHF 28.5 million on educational programmes benefiting 650,000 children in six countries in southern Africa and also in Switzerland. The Foundation enables young people to learn, and, through learning, to be able to shape their own futures. In Switzerland, too, children in financially precarious circumstances are given support and so enabled to fulfil their potential. "The Match for Africa 3 has been an overwhelming success for two reasons: One is that we have been able to bring Africa closer to Switzerland and show how we run projects and the sort of effects they have. The other is that the money raised in the fund-raising campaign and the proceeds from the event make a substantial contribution to our objective of reaching a million children by 2018", said a jubilant Janine Händel, CEO of the Roger Federer Foundation.

Keep donating – and win

Until 18 April 2017, the education programmes operated by the Roger Federer Foundation can be supported by phone on 0901 08 08 81 (CHF 2.50/call). Every call to this number, which is based on Roger Federer's date of birth, will be automatically entered in a competition. It is also possible to donate online and enter the competition free of charge on the website: match-for-africa.com. Everyone who donates will be entered into the competition to win great prizes, including a Meet & Greet session with Roger Federer.

Ways to donate:

Donate by phone:

0901 08 08 81 (CHF 2.50 per call)

Donate by SMS (only in Switzerland):

SMS "AFRICA [amount]" to 488

For example, if you would like to donate CHF 25:

Send the text "AFRICA 25" via SMS to 488

Donate online:

match-for-africa.com (credit card, Paypal, SMS)

Every donation by phone, SMS or online will be entered into the competition, giving donors the chance to win fantastic prizes from our event partners. These include a Meet & Greet session with Roger Federer, a trip to South Africa, a fully automatic Africa coffee machine, an annual subscription for Sunrise One including TV, tablet and mobile, and much more. Information at match-for-africa.com

Africa meets Zurich

Artists from the Zip Zap Circus brought an African flavour to the exhibition night supporting the Roger Federer Foundation. The Zip Zap Circus was set up in Cape Town in 1992 and aims to inspire young people from various walks of life and create a new culture of peaceful coexistence in South Africa. The organisation focuses on fostering team spirit and common values, as well as promoting the self-confidence and talent of its students. Zip Zap programmes are free of charge for all participants, enabling them to make their dreams come true in safe surroundings. The second act at The Match for Africa 3 was Jesse Ritch. The 25-year-old Berne resident with African roots thrilled the audience with his new single "Good Side of Life". The African feeling returned to the stadium with all the artists singing "Waka Waka" in a grand finale.

Live transmission throughout the country

The must-see match was shown live in every part of the country on TV24, La Télé, TeleTicino and blick.ch. An entertaining pre-show went out on TV24, starting at 7.30 p.m. The tennis expert duo of Matthias Stach and Michael Lammer provided match commentary on TV 24 and blick.ch, while Loïc Reffet and Jonathan Wawrinka were the presenters on La Télé, and Serena Bergomi and Giona Carano covered the events taking place on the court on Tele Ticino.



For more than 13 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. The Foundation aims to enable and empower the local population to assume responsibility for finding solutions to problems. There are currently 16 programmes in 2016 running in Botswana, Malawi, Namibia, South Africa, Zambia, Zimbabwe and in Switzerland. So far, 650,000 children have benefited from the programmes. The Roger Federer Foundation aims to reach one million children by 2018.

www.rogerfedererfoundation.com

Facts and figures Roger Federer Foundation

- 2003 start of the Foundation
- 4 members of the family on the Board of Trustees
- 16 initiatives and local partners currently
- 7 countries with programmes currently running
- 650,000 children have benefited from the current programme to date
- 1 million children to be reached by 2018
- 28.5 million Swiss francs invested in programmes by the end of 2016

Further information:

Websites: match-for-africa.com, rogerfederer.com

Facebook: facebook.com/Federer

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The Match for Africa 3 is presented by Rolex and supported by other partners.

Net proceeds from the exhibition night will benefit the Roger Federer Foundation.