



PRESS RELEASE

SEEFELD BECOMES THE MEKKA OF SNOW POLO AGAIN

PIPA Snow Polo World Cup Tour 2017 starts on January 19th

Seefeld/Vienna, January, 2017: From, January 19th - 22nd the PIPA Snow Polo World Cup Tour is coming to Seefeld, Tyrol for the third time in a row now. International polo players and teams will compete for the victory of the first event of the 2017 tour. 2016 PIPA world champion Austria is urging to defend the world cup title and hopes for the home advantage.

Many goals, superb atmosphere and much action – these keywords describe the snow polo world cup event at Seefeld best. The local tourism association as well as the organizing team of the Polo Instructors and Players Association (PIPA) and the A Quechua Polo Sports Ltd. are promising a great 4 days spectacle when international top polo players will fight for this years win at the snow polo arena at the golfclub Seefeld/Reith. 2016 tour champion Team Austria, which underperformed at last year's Seefeld tournament insists on the home advantage and the cheering Tyrolean crowd. Seefeld will again offer a great atmosphere for the players.

To handle the organization of this mega-event, PIPA established a local organizing-committee, consisting of local leaders, managers and entrepreneurs.

Claudia Gruner-Adams, Engels & Völkers: „The Snow Polo World Cup ist a perfectly organized, international event which enriches the whole Seefeld region. Thus I am glad to support the local organizing-committee!“

Michael Jank, Plangger Feinkost: „I was fascinated by this event from day one. It fits perfectly to the Seefeld region and addresses the right clientel. For my partners, customers and also for me, this event is a fixture in each years winter-program.!“

Also offside the snow polo field will be much action. Beside the welcoming party in the centre of Seefeld there will also be a „Players Party“ at the hotel partner Krumers Alpin Resort & Spa as well as the famous „World Cup Party“ at Casino Seefeld, where sponsors, parnters and fans can get in touch with the players. Expectations are high on what casino-manager Robert Frießer is planning this year.

Robert Frießer, Casino Seefeld: „I am really looking forward to the World Cup Night at the casino. I am glad that I can support such a great and successful event with my network and my company!“

Tournament information can be found on www.snowpolo.org. For further information please contact PIPA press coordinator Stefan Prath, PIPA Public Relations & Communications, Mail: stefan.prath@polo-ipa.com | Phone: +43 650 69 63 401

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