



Media Release

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bank zweiplus commits to sponsoring Lions Nachwuchs

bank zweiplus is providing its support to Zurich's Lions Nachwuchs as new co-sponsor. The commitment to one of Switzerland's leading organizations in the field of promoting young, promising ice hockey talent corresponds with the self-concept of the still-young bank. Indeed, outstanding performances are based on systematically laying the right groundwork – in the realm of banking just as in ice-hockey.

With its commitment as co-sponsor of Lions Nachwuchs, bank zweiplus is playing a significant role in offering roughly 700 adolescents between the ages of 4 and 20 from the greater Zurich area the ideal opportunity to pursue the sport of ice hockey at the amateur as well as professional level. The organization supports goal- and performance-oriented training and sponsors tournaments, as well as focuses on fostering outstanding achievements in the academic and professional lives of up-and-coming hockey players.

The Lions' so-called pyramid is systemically constructed: Very successful even at the international level, the NLA team, the ZSC Lions, constitutes the upper echelon, followed by the NLB team, the GCK Lions, as a springboard. Lions Nachwuchs forms the base – the foundation of the pyramid, where young talent is promoted and supported – leading up to the professional level of ice hockey in Zurich. Lions Nachwuchs combines the junior teams of the ice-hockey organizations GCK Lions Nachwuchs, ZSC Lions Nachwuchs and Elite Lions. Lions Nachwuchs has been operating in this form for around eight years and ranks among the leading sponsors of young, promising talent in Switzerland. The organization's successful achievements have culminated in the Swiss championship titles of the top junior league: the Elite A (2007 and 2008) as well as the novices Elite (U-16).

A young Bank committed to sponsoring young talent

The parallels between Lions Nachwuchs and bank zweiplus cannot be found merely in their success. Sponsorships are part of the Bank's self-concept; it views such commitments as a social obligation and responsibility. With its sponsoring activities, bank zweiplus is focusing on promoting young talent. Hence, a parallel can be drawn to bank zweiplus as a young, smart Bank with growth potential. «Great performances don't just occur by happenstance, they take long, hard preparation. Talent must be promoted and continuously developed. And that corresponds 100% with the convictions of bank zweiplus. We can identify with this analogy because these are values that are embodied in our own company philosophy,» according to Marco Weber, CEO. «We therefore specifically provide support to projects promoting young talent with our sponsoring commitments.» bank zweiplus is completely taking over the co-sponsoring of Lions Nachwuchs from Falcon Private Bank Ltd., which, together with Bank Sarasin & Co. Ltd, is a parent company of bank zweiplus.

In addition to sponsoring young, promising ice-hockey players, bank zweiplus is also committed to supporting the «talent team zweiplus Art on Ice» project. Nine young, promising athletes are currently training and preparing for their future leap onto the world stage – following in the footsteps of past figure skaters such as Sarah Meier and Stéphane Lambiel.



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Photo material:

To order photos of the junior ice-hockey players, please send an e-mail to medien@bankzweiplus.ch.

bank zweiplus – www.bankzweiplus.ch

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