



## News Release

# Get up close and personal with the world's best at The Ultimate Weekend with Champions!

*Singapore Swimming Association and Lagardère Sports get together to offer 100 limited edition special Ultimate Weekend with Champions sports pass*

**Singapore, October 7 2016**, Sports fans are in for a treat this October as the Singapore Swimming Association and Lagardère Sports have joined forces to offer a limited edition special Ultimate Weekend with Champions sports pass for the FINA / airweave Swimming World Cup presented by Yakult on October 21 and 22, and on October 23, the first day of the 2016 BNP Paribas WTA Finals presented by SC Global.

The Ultimate Weekend with Champions sports pass provides fans an opportunity to witness Olympic medalists including Chad Le Clos (South Africa), Daiya Seto (Japan), Katinka Hosszú (Hungary) and Kyle Chalmers (Australia), battle it out in the pool, as well as the greatest eight in women's tennis on the court. There will be 100 passes made available from 6 October at S\$70, plus a \$6 booking fee, giving fans a discount of up to S\$35.

Sarah Clements, Vice President of Tennis - Asia at Lagardère Sports said, "There are tremendous synergies between the BNP Paribas WTA Finals presented by SC Global, the crown jewel of the WTA calendar, and the FINA / airweave Swimming World Cup presented by Yakult. Both are events that will see athletes at the top of their game battle it out, and are wonderful spectacles that will excite, entertain and inspire communities and future generations of sports personalities.

"The collaboration is an exciting one, and has a lot of potential both on and off the court. We look forward to identifying greater synergies moving forward," she added.

As part of the Ultimate Weekend with Champions, fans will also get to meet Team Singapore stars in person at both venues as Team Singapore swimmers have been invited to attend the first day of the WTA Finals, whilst Team Singapore Tennis Players have been invited to attend the FINA / airweave World Cup.

Edwin Ker, Executive Director, Singapore Swimming Association said, "There are not many sporting events that bring to Singapore world champions and Olympic medalists, and to have two together as part of one package across a weekend is fantastic news for sports fans. An initiative like this will bring athletes and stakeholders of two outstanding sports closer together, and this will only bode well for the future of both sports in Singapore."



Commenting on the announcement, Manu Sawhney, Chief Executive Officer, Singapore Sports Hub “October is set to be a spectacular month for sports in Singapore. The 2016 BNP Paribas WTA Finals Singapore and the FINA/airweave Swimming World Cup will see elite athletes vying for some of the highest honours in their fields at the Singapore Sports Hub. This is a wonderful opportunity for local fans and international visitors to get up close and personal with these athletes, while catching top-tier sporting action.’

Existing FINA/airweave Swimming World Cup or WTA Finals (Session 1 only) ticket holders wishing to upgrade to the **Ultimate Weekend With Champions sports pass** may contact the Sports Hub box office or call +65 3158 7888.

The **Ultimate Weekend With Champions** sport passes are available for sale from October 7 at all Sports Hub sales channels and [WTAFinals.com](http://WTAFinals.com).

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For tickets and more information please visit [www.WTAFinals.com](http://www.WTAFinals.com)

For more information on hospitality and booking enquiries, please email [info@RacquetClub.sg](mailto:info@RacquetClub.sg) or call +65 6826 2718.

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**ABOUT THE BNP PARIBAS WTA FINALS SINGAPORE PRESENTED BY SC GLOBAL**

The BNP Paribas WTA Finals Singapore presented by SC Global is the crown jewel of the WTA season, where the world’s best female singles players and doubles teams compete to be the best of the best. Player qualifications to the tournament will be determined by the Road to Singapore Leaderboard, based on ranking points accumulated this year. The top eight singles players and doubles teams will qualify to compete for the prestigious Billie Jean King Trophy and the WTA Finals Martina Navratilova Doubles Trophy respectively.

The tournament takes place in Singapore from October 23 to 30, 2016, and is held at the state-of-the-art Singapore Sports Hub, in the 11,500-seat Singapore Indoor Stadium. Together with a fan-friendly program of activities and entertainment that starts on October 21, the 10-day festival has come to be one of the most anticipated events in Singapore.

For more information on the BNP Paribas WTA Finals Singapore presented by SC Global visit [www.WTAFinals.com](http://www.WTAFinals.com).



## ***ABOUT LAGARDÈRE SPORTS***

Lagardère Sports is a leading sport marketing agency, with a global network of local experts dedicated to delivering innovative solutions that meet our clients' needs. We believe sport inspires emotions and passion that are essential to enrich people's lives and generate powerful collective experiences. At Lagardère Sports, we dedicate our expertise and passion to provide our clients with privileged access to the infinite opportunities of sports. Lagardère Sports is part of Lagardère Sports and Entertainment, a company with more than 1,600 employees worldwide and 50 years of experience.

## ***ABOUT FINA/AIRWEAVE SWIMMING WORLD CUP 2016***

Launched in 1979, the FINA Swimming World Cup gathers world-class swimmers in a series of two-day meets organised between August and November each year. Across nine locations, the 25m short course circuit is structured in clusters (Middle East, Europe and Asia) and distributes a total of prize money reaching US\$ 2 million. From 2015-2017, airweave will be the Title Sponsor of the World Cup.

## ***ABOUT SINGAPORE SWIMMING ASSOCIATION***

The Singapore Swimming Association (SSA) is the National Sports Association governing aquatic sports in Singapore. These include five key disciplines – diving, open water swimming, swimming, synchronised swimming and water polo. As the national governing body, SSA spearheads its vision of developing the Republic to become a leader in aquatic sports – regionally as well as globally. Closer to home, SSA collaborates with various affiliate clubs and stakeholders, to proactively nurture a greater depth of local talent through various outreach efforts and programmes.