



New York, March 29, 2021

Roger Federer teams up with Switzerland Tourism.

After years of positively representing Switzerland through his sporting excellence and friendly, down-to-earth manner, Roger Federer has now become an official brand ambassador for the destination of Switzerland. He's entering into a long-term cooperation with the Swiss national tourism board, Switzerland Tourism (ST). The common goal: attracting guests to visit Switzerland with its energizing nature. Roger Federer has been a fan favorite in the USA at his appearances in New York, Miami, Indian Wells and Cincinnati. Future travelers will embrace his tips.

Roger Federer and Switzerland Tourism (ST) will together develop initiatives to promote Switzerland globally. Nobody is more equipped to do so than this iconic personality wearing the Swiss Flag, officials at ST are convinced. "This is a perfect match, because Switzerland and its unblemished nature have clearly contributed to Roger's unprecedented career" explains ST's CEO, Martin Nydegger. "I have always felt, whenever I step on the court, I am representing Switzerland. Whenever it says my name, there is a Swiss flag next to it. I have been very proud to do that for the first 22 years I have been on tour, and it will always be like that. To join forces with ST now is a logical step for me" says Roger Federer in a conversation with Nydegger. Both are excited to start this long-term partnership.

Energized by Swiss nature

Communication activities will begin throughout the month of April with a focus on European cities followed by the USA and Asia Pacific. A series of visuals and short clips will showcase Roger Federer being energized by Swiss nature. On MySwitzerland.com, guests will be able to discover Switzerland through Roger's eyes. He presents his preferred places, Swiss highlights as well as hidden gems. "I have been all over the world. My favorite place has always remained Switzerland. It's the country I miss the most, when I'm traveling" confesses Federer.

The stage is set

"Switzerland Tourism and Roger Federer share countless values. Establishing this partnership is a unique opportunity and of great importance to us. Making a difference while recovering from the challenges of the past months and beyond will be a journey with numerous highlights," emphasizes Nydegger. Roger Federer is highly motivated to support his home country, and he will do it for a charitable cause. The compensation for his appearances as new ambassador for ST goes to the Roger Federer Foundation supporting disadvantaged children in Switzerland. The stage is set – Switzerland Tourism and Roger are ready to officially become partners.

[Download Link Pictures](#): valid until April 27, 2021:

Picture Caption:

Roger Federer hiking the Swiss Alps, Engadin, Graubünden, ©Roger Federer
Roger Federer/Switzerland Tourism Header, ©Switzerland Tourism

Switzerland Tourism.

608 Fifth Avenue, Suite 603, New York, NY 10020, telephone +1 212 757 5944, myswitzerland.com



Roger Federer's Choice: The Best of Switzerland www.myswitzerland.com/roger

Interview Roger Federer and Martin Nydegger CEO

Switzerland Tourism: https://www.youtube.com/watch?v=6AL_Pab0s7o&t=17s

About Switzerland Tourism

[Switzerland Tourism](#) is the official National Tourist Office of Switzerland and operates in 33 offices in 22 markets around the world with the goal of promoting Switzerland as a travel, vacation and convention destination. In North America, Switzerland Tourism operates offices in Toronto, New York, and San Francisco. Globally, ST is present in 22 markets worldwide, employing around 240 people.

Further information please contact:

East Coast, Midwest and Texas Media:

Divine Bonga,
Media Relations Manager Eastern USA
divine.bonga@switzerland.com
Phone: +1 212 757 5944 ext. 235

For West Coast Media:

Nicola Peverelli,
Manager Media Relations Western USA
nicola.peverelli@switzerland.com
Phone: +1 332 223 0142