

## MEDIA RELEASE

Zurich, 19 April 2012

### Esmeralda Charity Golf Cup 2012 – playing for a better future for street children in Colombia

*For the 17th year, some 650 golfers will help street children by participating in the Esmeralda Charity Golf Cup organised by the Zurich-based Limmat Foundation. In the five qualification tournaments in Maison Blanche, Steisslingen, Lipperswil, Crans Montana and Bad Ragaz, more than 50 two-member teams will vie for the "Four Ball Better Ball" title and a trip to Colombia. As in previous years, the Swiss private banking boutique, Valartis Bank, is the main sponsor of this tradition-steeped golf tournament. The bank will double the entry fee paid by tournament participants in order to support the sustainable development projects of the Limmat Foundation in Colombia.*

#### **Valartis Bank invites entries for the 17<sup>th</sup> year of the popular Esmeralda Charity Golf Cup**

As the main sponsor of the tournament, Swiss boutique private bank Valartis Bank is pleased to invite golf enthusiasts to the 17<sup>th</sup> Esmeralda Charity Golf Cup of Zurich's renowned Limmat Foundation. This tournament series steeped in tradition, which in the 16 years of its existence has become one of Switzerland's most notable golf events, is hugely popular thanks to its socially-aware and sporting atmosphere. Since its inauguration in 1996, over 8,500 golfers have participated in an Esmeralda charity tournament and raised almost CHF 1.5 million to help street children in Colombia.

#### **Tournament venues include Maison Blanche, Lipperswil, Crans Montana, Bad Ragaz and Wylihof**

We are holding the Esmeralda Charity Golf Cup 2012 in the Maison Blanche, Steisslingen and Lipperswil golf clubs, on the European Masters course in Crans Montana (Crans-sur-Sierre) as well as on the PGA Championship Course in Bad Ragaz. All golfers are welcome to participate in the five qualification tournaments, not only members of the host clubs. A limited number of places for foreign entrants are also available. Two-member teams will play "Four Ball Better Ball" (tournament details on the following page). The two best gross teams and the five best net teams qualify for the final on October 3<sup>rd</sup> 2012 in Wylihof Golf Club. The winning team will be awarded a trip to Colombia.

#### **The entry fee doubled by Valartis Bank goes directly towards the development projects**

Proceeds from the Esmeralda Charity Golf Cup – over CHF 100,000 in 2011 – go directly towards the Limmat Foundation's sustainable street children projects in Colombia. As in previous years, Valartis Bank is a main sponsor, along with co-sponsors Pyramide am See, Victorinox and Christinger, and undertakes to double the entry fee of the around 650 tournament participants. Similarly, the host clubs are contributing part of their green fee revenues to the development projects.

#### **Personal commitment is rewarded with attractive prices**

With their entry fee of CHF 90, tournament participants are helping to improve the living conditions of hundreds of underprivileged children. Participants can even get something back at the same day: Thanks to the support of many well-known prize sponsors, the award table of the Esmeralda Charity Cup is richly bedecked. In almost twenty disciplines – from the best net and gross score to the various "Closest to the Pin" results – golfers' personal efforts will be rewarded.

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## Tournament details

### Format of play

A team of 2 players plays "Four Ball Better Ball", Stableford, 3/4 hcp. The two best gross teams and the five best net teams qualify for the final.

### Tournament data

Qualification:

– Golf Club Maison Blanche (Echenevex)	Saturday, 12 May 2012
– Golf Club Steisslingen	Sunday, 8 July 2012
– Golf Club Lipperswil	Sunday, 22 July 2012
– Golf Club Crans-sur-Sierre	Thursday, 2 August 2012
– Golf club Bad Ragaz	Saturday, 25 August 2012

Final: Wednesday, 3 October 2012 – Golf Club Wylihof

### Attractive prices

Entrants can win a great variety of attractive prizes donated by Valartis Bank and many other co-sponsors such as Artigiano, Caran d'Ache, Dior, Estée Lauder, Geschenkidee.ch, Golf LEADER, Lindt & Sprüngli, McGolf, Paul Mitchell or Victorinox for

- the 5 best net teams
- the 2 best gross teams
- the best net women's team
- 6 "Closest to the Pin" for men and women respectively

In February 2013, the winners of the final will participate as guests of the \*\*\*\*\* Hotel Sofitel Santa Clara in the Esmeralda Golf Tournament in Cartagena, Colombia.

### Entry fee and green fee

The entry fee is CHF 90. In addition, non-members of the host club pay the usual green fee. The entry fee will be doubled by Valartis Bank and along with part of the green fee will go directly to the Esmeralda development projects in Colombia.

### Registration and inquiries

Please contact [esmeralda@valartis.ch](mailto:esmeralda@valartis.ch) or the respective club secretariat.

The number of places is limited. Registration will be on a "first come first served" basis. The closing date for applications is 10 days before the date of the event. The maximum playing handicap is 36 or 24 for ASGI members.

For media inquiries please contact:

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### Limmat Foundation – Bridging Worlds

The Limmat Foundation, established in 1972 with headquarters in Zurich, is a tax-exempt, non-profit foundation under the supervision of the Swiss Federal Department of Home Affairs. It supports social projects around the world, particularly in the area of training and education. Detailed information on the sustainable development projects of the Limmat Foundation can be found on [www.limmat.org](http://www.limmat.org).

### Valartis Bank – Private Banking Plus

Valartis Bank is an independent private banking boutique with banks in Switzerland, Austria and the Principality of Liechtenstein. As part of the Swiss listed Valartis Group, the internationally active private banks provide customised "Private Banking Plus" services to wealthy private clients, family offices and institutional clients. In addition to classic portfolio management and investment advice, Valartis Bank develops, manages and markets innovative niche investment products and provides specialised advisory and banking services in the areas of corporate and structured finance.

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