

## *Note*



### **Zurich sponsors PGA Seniors Open in Bad Ragaz**

Zurich, July 4, 2012 - Zurich Insurance Group (Zurich) is pleased to be supporting the PGA Seniors Open in Bad Ragaz for the ninth time as one of the co-sponsors. The tournament, which brings together the world's elite professional golfers, is to take place at the Golf Club in Bad Ragaz, Switzerland, from July 5 to 7, 2013.

Supporting golf sport is an integral part of Zurich's sponsorship strategy and provides Zurich with a welcome opportunity to reach customers and thus to communicate Zurich's brand values in a symbolic and emotional way.

As an organization, Zurich is deeply involved in golf around the world: in the United States as title sponsor of two PGA Tour events, the Zurich Classic of New Orleans and the Farmers Insurance Open. In Asia, Zurich supports the Asian Amateur Championship, an event jointly organized by the R&A, the National Augusta and the Asian Pacific Golf Confederation. In Switzerland, Zurich is a sponsor of the OMEGA European Masters in Crans-Montana. The PGA European Seniors Open in Bad Ragaz nicely completes Zurich's golf sponsorship program.

#### **Note to Editors:**

**For broadcast-standard and streaming-quality video and/or high resolution pictures** supporting this note, please visit [www.zurich.com/multimedia](http://www.zurich.com/multimedia).

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