



## Erste Bank Open 2014: Juniors also supported by Erste Bank

**Erste Bank will this year be the title sponsor of the Erste Bank Open for the fourth time. The largest local tennis tournament featuring top international players will be held in the Erste Bank Wiener Stadthalle from 11 to 19 October 2014. Customers of the Sparkassen Group receive a 10% discount on tournament tickets via the ticket service at the branches. Also on the agenda are a number of sporting and interactive highlights for children and adolescents, run under the auspices of spark7.**

Tennis fans can this year once again expect many exciting matches and top stars, as well as yet another varied entertainment programme. Children and adolescents are the main focus of many Erste Bank promotions. A pilot project from last year is also being continued due to its big success: the spark7 street tennis, which sees tennis played in the city's sports enclosures. The most talented juniors will be identified as part of a large inter-district tournament whose final will be held in the Märzpark in front of the Erste Bank Wiener Stadthalle on the Monday of the tournament week. "The promotion of juniors is extremely important. As co-initiators of this tournament we would thus be particularly happy to see successes and uncover talents," said Peter Bosek, a member of the executive board for private and corporate customers at the Erste Bank.



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The spark7 ballkids challenge, which gives tennis-loving youngsters the chance to attend and help out live at the pro tournament as ballkids, has already become a permanent fixture. Apart from the umpires and of course the players, the ballkids are the only people allowed on the court during a match. Another highlight is the spark7 Kids Day on Monday 13 October, to which children and adolescents receive free entry if accompanied by an adult. Along with many interactive tennis stations, visitors also have the chance to see some of the Erste Bank Open players up close and grab a few autographs.

### **About the Erste Bank's sport sponsorship programme**

Apart from tennis, Erste Bank is also involved with many other major sporting events. It is the main sponsor of the Vienna City Marathon and erste bank vienna night run and also maintains a close co-operation with the UPC Vienna Capitals. The Erste Bank Ice Hockey League is another sporting commitment. And junior football and volleyball players right across Austria have been supported for 40 years as part of the Sparkasse Schülerliga.