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## **MEDIA RELEASE – for immediate release**

Sportyard (formally Sportyard Aktiebolag) has made a few changes during 2016 and into the 2017 season.

### **NEW CLIENTS IN TEAM SPORTYARD**

During 2016, Sportyard started to work with three new clients, of which two are professional golfers. All three new clients are Swedish;

#### **Jens Fahrbring**

Jens (born in 1984 in Sweden) had his debut year on the European Tour in 2016 after finishing tenth on the 2015 Road to Oman (European Challenge Tour) ranking, with 17 cuts made in 20 events.

Jens had a late start to the season but found his game during the fall of 2016. However, he had to go to the qualification school to regain his full card which he did by finishing sixth in the final stage.

Jens is a very consistent player and even though he has “only” won twice on the European Challenge Tour, his top-10 record is impressive. Another impressive stat is that Jens has made 52 cuts in 66 starts on the Challenge Tour.

“Jens has got everything you need to become one of the absolute best players on the European Tour. I would regard his relatively late blooming as a big positive as he has a lot of experience from having had steady success when going through all the various steps before reaching the European Tour. Not skipping any levels and thereby building a solid platform has, in general, proven to a massive advantage when comparing careers on Tour” says Johan Elliot, founder of Sportyard.

#### **Christofer Blomstrand**

Christofer (born in 1991 in Sweden) broke through in Zambia at the end of April in 2016 when he captured the Zambia Sugar Open with a closing round of 63.

Christofer has developed his golf game with his team outside of the so-called systems. This includes taking the decision to travel to South Africa early 2016 with the goal of qualifying for the Sunshine Tour.

Through the years Christofer has had a lot of success on the Nordea Tour and the Nordic League where in 2015 he captured multiple wins and recorded many more solid finishes.



“I think Christofer is a very interesting player since he has had to fight against the current in many ways. That has definitely been of benefit since it has made Christofer very head strong in a natural way. I have a lot of belief in Christofer and we are looking forward to assist him in striving to reach his potential” says Johan Elliot.

Johan continues; “We are very excited to have Christofer and Jens onboard. They are both as genuine and humble as you can be and they fit into the Sportyard family perfectly.”

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### **Jenny Rissveds**

Sportyard’s first ever client who can say that she is an Olympic gold medalist is Jenny Rissveds (born 1994 in Sweden).

Jenny won the 2016 Olympic Games Cross-Country (XCO).

Despite being a debutant in the Olympics, Jenny has a remarkable resume as a cyclist, both on and off the road. Jenny also won the under 23 Cross-Country World Championships and finished in fourth place in the overall cross-country World Cup rankings at the end of the year.

Jenny is racing for the Scott-SRAM Mountainbike Racing Team ([www.scott-sram.com](http://www.scott-sram.com)) under the leadership of Thomas Frischknecht and together with another 2016 Olympic Gold medalist, Nino Schurter.

Sportyard will assist Jenny in her professional life outside the team, including any partnerships that are not part of the team sponsors.

“Jenny is not only arguably the World’s best female mountain biker but also a fantastic human being. I have had the privilege of meeting a lot of interesting people, talented athletes and very successful individuals in various corners of the world. However, it is very rare to meet people that have the ability to really make a difference in people’s lives in the first meeting. Jenny is a person like this. It is an honor to work with her and I am very curious to see where and what this co-operation will lead to”, says Johan.

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## **THE EXPANSION OF SPORTYARD**

Sportyard has teamed up with Leedam Vercellino, founder of V3 Strategic in South Africa by setting up a joint venture and thereby forming Sportyard South Africa.

Leedam is the former Group Manager of Events & Entertainment for Sun International and he was the Tournament Manager of Nedbank Golf Challenge (previously known as the Million Dollar Challenge) for a number of years. He has also promoted and managed over 40 Sunshine Tour tournaments.

Leedam will represent Sportyard on the African continent, primarily in South Africa. Sportyard South Africa aims at assisting golfers on the South African tour taking the step to the PGA European Tour. Sportyard will now also be able to assist golfers outside Africa, and who identify the Sunshine Tour as an alternative to the European Challenge Tour or other satellite tours (like Christofer did), to establish themselves on the Sunshine Tour.

The goal is to be able to help as many golfing talents going to South Africa as it is to help talents within South Africa to go to Europe.

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## **SUMMARY AND QUOTES**

“I am very happy to welcome our new clients to the Sportyard family. With Jenny onboard we are, once again, working with a great athlete outside of golf. It feels very natural to somehow go back to our roots. Both with regards to adding an action sport again but also to open up an office down in South Africa. Very much looking forward to this year and the years to come.”

- Johan Elliot, Sportyard

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