

Media Release
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Sportscover announced as official insurance partner for Yonex BWF World Badminton Championships

Lloyd's insurer Sportscover is the Official Insurance Partner for the Yonex BWF World Badminton Championships hosted by BADMINTON England taking place at Wembley Arena, London, between 8-14 August.

Peter Nash, Founder and group Chairman of Sportscover explained the reasons for partnering with Yonex BWF World Badminton Championships,
"Badminton is a major global sport with over 250 million people playing it on a regular basis. Sportscover are the specialist sports insurer with a global presence and therefore when we got the opportunity to partner the Yonex BWF World Championships we had to take it. We are delighted to be able to support the game at the premier badminton championships "

Mr Nash added, "The World Badminton Championships will provide us with the opportunity to further develop the presence of Sportscover in the global badminton marketplace. We already do business in many countries around the world but this is a significant step in the evolution of our brand in other territories in which we are actively developing commercial relationships. To be associated with one of the most prestigious sporting events at the Wembley Arena, London, the official venue for Badminton in London 2012, is very special".

Sportscover's branding will appear court side when the best badminton players from all four corners of the globe do battle in front of a packed venue and a worldwide television audience of over 400 million people in over 25 countries. SKY Sports and CCTV, China's largest domestic TV channel are amongst the broadcasters beaming the action live worldwide.

Adrian Christy, Chief Executive of BADMINTON England said of the relationship,
"Sportscover has a long tradition of supporting sports and sports people since its inception in 1986 so we are delighted to welcome this global business as the latest partner for the Yonex BTF World Championships."

Sportscover is one of the world's leading sports and leisure insurance services groups with offices in London, Melbourne, Sydney, Shanghai, and the Pacific Islands. Using a worldwide broker network, Sportscover specialises in accident, liability, property, contingency and travel insurances for sport and leisure. As a Lloyd's syndicate, SCS 3334 benefits from Lloyd's market rating and is the only A rated dedicated sports and leisure insurer in the world. Sportscover's main underwriting operations comprise Sportscover Underwriting Ltd, Syndicate 3334, Sportscover Australia Pty Ltd, Sportscover Europe Ltd., Sportscover Insurance Ltd, SCI Capital Ltd.

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