

Press release

Opfikon, June 11, 2021

## Top performance paves the way to champion status

- **Sunrise UPC is now the main partner of the Athletes Network ([athletes-network.com](https://athletes-network.com)) – a platform that supports former pro athletes in their post-athletic careers.**
- **Thanks to this partnership, Sunrise UPC will benefit from the athletes' diverse expertise. Athletes Network will likewise benefit from a dynamic business partner.**
- **The partnership optimally rounds off Sunrise UPC's commitment to the sports sector, especially with Roger Federer as brand ambassador and in their role as the new main partner of Swiss-Ski.**

«With Roger Federer as our brand ambassador, and as the new main partner of Swiss-Ski, we are heavily involved in Swiss sports. As the main partner of the Athletes Network, we now have access to a unique pool of outstanding personalities. We can benefit from their mindsets, their experience in high-performance situations and their mental strength, e.g. in strategy development, marketing and, last but not least, in the merged company's change management. I am very happy about this partnership, which supports both former pro athletes in their post-sports careers and Sunrise UPC on its way to becoming the national champion,» says André Krause, CEO of Sunrise UPC.

«We are delighted to welcome Sunrise UPC as our new Main Partner and look forward to supporting them on their way to becoming the national champion. We too are positioning ourselves as leaders when it comes to post-athletic careers. Sunrise UPC actively supports pro athletes in their careers after retiring from sports and we are looking forward to exciting joint projects,» says Beni Huggel, co-founder of the Athletes Network, who beginning today is returning as an SRF football expert for the Swiss national team.

The [Athletes Mindset](#) is what one gains from participating in pro sports. Athletes have an above-average likelihood of acquiring character traits that are more difficult to attain than professional skills. These include discipline, resilience, feedback culture, goal orientation, agility, commitment, etc. – traits that are in demand among companies, as well as the ways to strengthen these traits. Thanks to this partnership, Sunrise UPC will gain the athletes' unique insights and transfer valuable know-how to the company, while the athletes will be supported in their post-sports careers.

### 2nd Athletes Day, June 14, 2021

On [Athletes Days](#), companies and athletes can expand and capitalize on their network twice a year. The companies make valuable contacts with current and former athletes. Experience and know-how are exchanged. André Krause, CEO of Sunrise UPC, will give further insights into these partnership commitments during his appearance at Athletes Day: <https://www.athletes-network.com/2-athletes-day/>

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