

## **HC Fribourg-Gottéron SA and Verbier 4Vallées sign a new partnership agreement**

**The Verbier 4Vallées ski area and the legendary ice hockey club Fribourg-Gottéron** intend to maintain their strong relationship in future. This 4-year partnership combines shared values and promotes a beneficial high-profile exchange.

As part of this commercial agreement, the two brands aim to enhance their image amongst a young and sporty customer base. This partnership will enable communication through the channels of Fribourg-Gottéron as well as at the Verbier 4Vallées ski area. The profile of this partnership will primarily be raised through rink-side advertising at the ice arena, but also online via the Dragons' original videos. Other commercial synergies will also be harnessed as part of this partnership.

Just 1.30 hours away by road, people living in the Fribourg region can reach Verbier quickly. Since last winter, they have also been able to use the 'Vos Alpes Express' rail service which links Fribourg directly with Le Châble railway station from where the cable car to the Verbier 4 Vallées ski area can be taken. By opting for this mode of transport, people in the Fribourg region can benefit from attractive offers on the train ticket and 1-day ski pass for the Verbier ski area.

The BCF Arena – just like the entire Verbier 4 Vallées ski area – is the ideal place to experience thrills and spills and enjoy unforgettable moments. The values conveyed to all the generations by the two entities lay a very solid foundation for collaboration. A long-term partnership is also important in view of the Ice Hockey World Championships taking place in 2026 in Fribourg.

Verbier 4Vallées and HC Fribourg-Gottéron SA are delighted that the two sporting entities are embarking on this wonderful joint adventure.

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