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In the picture Chairman of the Turku Junior Hockey Association **Tom Rajalin** (left), Bauer's country sales manager **Kai Wulff** and general secretary of Bauer Turku Tournament **Pekka Artukka**.

Bauer is the new main partner of Turku Tournament

Hockey equipment manufacturer Bauer is the new main partner of Turku Tournament. The partnership agreement was signed yesterday in Turku. It is two-year agreement and includes a further three-year option. Based on the new partnership the name of the tournament is now Bauer Turku Tournament.

The new main partner Bauer will showcase itself impressively at next year's tournament. Bauer will organize different kind of activities during the tournament weekends at each arena around Turku – For example during the both tournament weekends the skill competition will be held at OS/G Arena (Kupittaa). Also Bauer will hand out merchandise prizes to the winning teams. Beside the arenas, there will be activities also at Holiday inn and Cumulus Hotels.

- It is great to have Bauer as our new main partner. In my opinion, the most important thing is that this agreement is a great base to create better tournament. Bauer will organize off-ice activities at arenas and also at hotels. We surely hope that the players will enjoy their time also when they are not playing, tells smiling general secretary of Bauer Turku Tournament **Pekka Artukka**.

Chairman of the Turku Junior Hockey Association **Tom Rajalin** agrees and praises the agreement will benefit both parties.

- Turku Tournament has long traditions and good reputation. We hope that this agreement allows us to develop and renew the tournament that it will hold its attractiveness among the teams and hopefully increase it too, Rajalin added.

Bauer's country sales manager **Kai Wulff** tells that this is the first major tournament partnership agreement in Finland.

- It is important to us that organization behind the tournament is working well and that's the base to build great partnership. Bauer is not concentrating only to develop the equipments to top-level ice hockey players. Every player is important to us and we hope that during the tournament weekends we'll get feedback straight from the teams and players that we could develop better products in the future and also by bringing off-ice activities for the teams at players' lounge at selected hotels, says Wulff.

More international visibility for Bauer Turku Tournament

Turku Junior Hockey Association and Bauer Hockey Finland are both satisfied to this agreement. Bauer Turku Tournament is now one of the BAUER Tournament Series -tournaments.

- We have certain requirements that tournament has to fill to qualify as part of the our Tournament Series. For example, the tournament has have a long tradition, good reputation and also it has to be a international tournament, tells Wulf.
- This partnership agreement allows us to have a wider visibility abroad. Bauer is expert in their business and well-known around the hockey world, so I see many different possibilities in this partnership, also internationally, says Rajalin.
- Past few years the quantity of foreign teams has been decreasing and this development we have tried to change. We have to thing new ways to get more foreing teams to play at Bauer Turku Tournament and we hope that we can find the way to benefit this contract also in this sector, considers Artukka.

Bauer Turku Tournament will be played in March 30-April1 and April 6-8, 2012 at all arenas in Turku.