



SOFTSHIELD Performance Apparel Supplier of the POLO RIDER CUP

#POLORIDERCUP

GAME POLO is proud to announce that SOFTSHIELD will be the Official Performance Apparel Supplier for the third edition of the POLO RIDER CUP that will be held from 14 to 24 June 2023 at the Polo Club Saint-Tropez - Haras de Gassin.

SoftShield is the only protective T-shirt in the world and is one of the most important and exclusive brands committed to the safety of athletes in active sports.

SoftShield provides full freedom of action and movement, the perfect blend between aspiration and personality. SoftShield offers a dynamic and comfortable lifestyle, technological and exclusive, essential, and high performing.

Paolo De Marchi, Think Over s.r.l. CEO, comments: "Showcasing SoftShield in this high-level competition is a great opportunity for us to communicate and affirm its extraordinary specificities of exclusivity and performance. I am therefore proud to be a partner of the POLO RIDER CUP edition in Saint-Tropez, one of the most important competitions in the world where the best players and the highest standards of excellence meet to create an outstanding event!"

Olivier Godallier, President & Founder of GAME POLO, comments: "We are very happy to be able to count on SoftShield, a high-performance T-shirt, extremely light and comfortable, that offers polo players the best body protection. With unique and high-quality materials to create excellence, SoftShield is the perfect combination of qualities for the POLO RIDER CUP's players."

About SOFTSHIELD (www.softshield.it)

SoftShield is a high-performance T-shirt with a completely disjointed protective exoskeleton melted on the fabric, extremely light and comfortable. The protection is formed by single and different pads made of a special shock absorbing material. The seamless fabric keeps the protection stable and in an optimal position, without compressing. The incorporated protective pads are made in a special hydrophobic viscoelastic nitrile rubber, extremely light, with excellent impact absorption and slow molecular memory.

About GAME POLO (www.poloridercup.com)

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP and Ladies POLO RIDER CUP.

PRESS RELEASE

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For more information:

neus@game-polo.com | +33 5 5926 1687 | +34 680 451 282



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