



Press release

31 May 2021

Omega European Masters 2021

After a unique and unprecedented year in 2020, the organizers of the Omega European Masters are delighted to announce that the 2021 tournament will take place from Thursday, August 26 to Sunday, August 29. As good news usually never comes alone, we are extremely privileged to announce that OMEGA, the title sponsor of the tournament since 2001, has extended its partnership until 2027.

The great news for the Omega European Masters event was announced at the Federal Council press conference on May 26. Large-scale events will be able to take place from 20 August 2021 with 10,000 spectators per day. This means that the organizers will be able to offer a quality tournament, almost similar to the one in 2019, while respecting the health regulations in force.

The tournament team is working hard to offer the general public and its loyal partners an edition full of emotions and stunning golf shots. It will soon confirm the organization model of the event according to the guidelines established by the Federal Council at that time.

OMEGA, title sponsor of the tournament since 2001, has extended its partnership until 2027. The organizers are honoured to be able to count on OMEGA, a dynamic watch manufacturer, to be involved in the tournament's long-term success. Since the beginning, in conjunction with the organization, OMEGA has constantly set new challenges that have helped to establish the tournament's reputation.

Yves Mittaz, Tournament Director: "This is extraordinary news, a mark of confidence in a collaboration that has lasted for more than 20 years. I am very proud to be able to extend this partnership with a brand as prestigious as OMEGA.

Raynald Aeschlimann, President of Omega, added: "It's great to be the title sponsor of this major event which takes place on our home turf and we are proud to be so closely linked to this important event in the golfing calendar. At OMEGA, we love the game of golf and it is a real honour to continue the tradition of the game by contributing to its growth worldwide through a passionate and lasting commitment.

FURTHER INFORMATION

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