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## **Robe Sponsors Czech Fed Cup Tennis Team**

Robe proudly announces that it is a sponsor of team Czech Republic in the 2015 Fed Cup tennis – the premier international women's tennis team championship.

Continuing its theme of 'Working With Winners' – first embraced with the Olympic spirit of 2012 - Robe is one of five major sponsors to the Czech team who are the defending champions, and have been hugely successful in the tournament, winning the Championship an impressive eight times.

Currently some of the Czech Republic's women's tennis players are ranked among the best in the world, and the quarter finals of the 2015 Fed Cup saw a robust performance by the team in Quebec City, Canada at the weekend, defeating the hosts without dropping a single set. The first day saw singles wins by world ranked no-22 Karolina Pliskova – who hit nine aces and 24 winners in the 72 minute match - and Tereza Smitkova, followed up by another resounding performance by Pliskova on Sunday to give the Czechs an unbeatable 3.0 lead. Czech doubles duo of Denisa Allertova and Lucie Hradecka also won their match in two sets on the Sunday underlining a confident 4.0 victory.

Robe's CEO and General Manager Josef Valchar was there to watch these great matches unfold and commented, "We are extremely proud to be supporting our world class women's tennis team. I witnessed some exciting and nail-biting playing in Quebec City ... in what I am sure is another superlative season of on-court Fed Cup action!"

"Our young and ambitious team benefited from the great experience of Lucie Hradecka in adapting to the specific demands of this international tournament. The matches and wins of this weekend were not just about incredible performance, but also about lots of positive energy and team spirit".

The deal means that Robe's branding will be prominent with the logo on the team's training clothes and official materials related to the matches.

Robe's clients and distributors will also benefit from VIP match access and event hospitality at all the international events.

Marketing Manager Jiri Baros commented, "We wanted to offer our colleagues and 'Robe Family' friends the opportunity to be involved first-hand with the exhilarating and universally popular sport of tennis! We are very vibed-up about supporting our fabulous team in their endeavours. As a leading Czech manufacturer we are pairing up with some of the country's best sportswomen!"

The Czech team now meet France team in the semi-finals in April, while last year's runners up Germany will compete against Russia.

