

European Junior Championships 18 & under

Saturday 29 July 2017

The brand Klosters gets even more famous thanks to the EJC

Marco Keller

Tourism boards, public authorities, hotel industry and sponsors: It is only thanks to their invaluable contribution that the EJC can be held every year on such a high level. That the name Klosters is carried into the whole world is also beneficial for them.

The media representatives showed up in force at the Sportzentrum this week. Print and radio journalists, representatives of online publications and Tele Südostschweiz even filmed twice. A big part of the interest was

due to high-flyer Simona Waltert, who narrowly missed a medal at her home tournament. But also Jakub Paul, the second player from Graubünden, generated a lot of attention and will likely continue to do so over the course of the weekend.

Since the tournament came back to Klosters, this edition is number 2 as far as media interest is concerned, slightly topped only by 2013, when Belinda Bencic played. Locally, regionally, nationally and internationally: This week in July helps every year to make the brand Klosters even better known. Not only because of the stan-

dard media, no, the tournament is also very present on the social networks, as it is required today. There is the website but there are also Twitter and Facebook and the professional livestreaming. All these channels help to satisfy a mainly younger audience, which takes most information from the internet. „Of course, we have adapted our strategy“, says tournament director Hans Markutt.

The marathon players

The delays of the first part of the week require a lot of effort from everyone involved. From the organizers, but also from the main acts. Three girls and two boys are still in singles and doubles. If their personal best-case scenario materializes, they all can play three matches today.

Girls:

Marta Kostyuk (Ukraine)

Daria Kuczer (Poland)

Kaja Juvan (Slovenia)

Boys:

Zsombor Piros (Hungary)

Alexey Zakharov (Russia)



More Information on www.tennisklosters.ch

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