

**Virender Sehwag and Mohammad Kaif announced the launch of  
St. Moritz Ice Cricket 2018**

*The inaugural edition to feature stalwarts of the game from across the globe*

**New Delhi, 22<sup>nd</sup> Nov'17:** The inaugural edition of the one of a kind **St.Moritz Ice Cricket 2018** was announced today by legends of world cricket **Virender Sehwag** and **Mohammad Kaif**. The ex-cricketers shared they will be featuring in the inaugural edition, which will be held in St.Moritz, Switzerland on **8<sup>th</sup> and 9<sup>th</sup> February 2018**.

The group is a joined initiative of **Vijay Singh, CEO, VJ Sports** and **Akhilesh Bahuguna, Director, All spheres Pvt.Ltd** who accompanied the cricketers at the announcement Press Conference held on 22nd Nov' 17 at Hotel Pullman Aerocity, New Delhi.

The unique two-day event set against the serene and breath-taking backdrop of the Swiss mountains will host two matches over two days. The two teams Badrutt's Palace DIAMONDS and ROYALS will have star studded cricketers like **Virender Sehwag, Mohammad Kaif, Mahela Jayawardene, Lasith Malinga, Shoaib Akhtar, Michael Hussey, Graeme Smith, Jacques Kallis, Daniel Vettori , Nathan Mcullum , Grant Elliot, Monty Panesar, Owais Shah, etc.** The itinerary will also boast of a scenic tour of the Swiss local and a gala dinner where the fans will get a chance to rub shoulders with their favourite cricket personalities. Both the matches will be aired live on **Sony ESPN** on both its HD and SD feeds.

The "Cricket on Ice" event was started by the British and has been played ever since for over 25 years on the St. Moritz frozen lake. The lake freezes into an extremely thick layer of ice which then is covered by the soft falling snow, enabling the lake to withstand more than 200 tons of weight, which makes it the perfect area to construct a pavilion village and grandstands to watch and support the festivities.

**According to Vijay Singh, CEO VJ Sports,** "Cricket has always been considered a religion, especially in this part of the world. The advent of T-20 has created new opportunity where the patrons still get entertained by the stars of yesteryears. With the approval from International Cricket Council (ICC), the St. Moritz Ice Cricket has the potential to become a flagship property for the discerning patrons of the game all over the globe. I would also like to thank our sponsor Mrs Christa Zwicky of Isanas Pharma and our hospitality partner and Team Sponsor Badrutt Palace, its Director Mr. Hans Wiedemann and his team to ensure that we have a smooth run of events at the inaugural edition of St. Moritz Ice Cricket."

**According to Akhilesh Bahuguna, Director, Allspheres Pvt. Ltd,** "I really value my association with Vijay and thank him for making me believe in his vision of looking at cricket not only as sports commodity but also as a lifestyle one. St. Moritz has garnered a lot of popularity viz-a-viz its other sporting events like host to winter Olympics, Annual Polo on Snow

, Horse Race and skiing championships but with a property like ours with cricketers like Virendra Sehwag and Mohammad Kaif joining us along with the global crops of players, it will definitely position itself as one of a kind sports travel destination in the world."

Looking forward to his experience, **Virender Sehwag** says, "Congratulations to Vijay and Akhilesh for creating this event. I am excited to experience a different format of the game, meet old colleagues and enjoy the beauty of St. Moritz. I expect that this should be able to add another dimension to cricket and we have something new to offer to the cricketing fans across the world. I am moving to the Himalayas for a few weeks before the tournament to acclimatize to the temperatures. On a serious note, I believe in playing in the moment without being bothered about anything and it doesn't change now. Conditions, pitch, outfield are all a state of mind"

In the words of **Mohammad Kaif**, "I'm extremely excited at the idea and opportunity to play cricket on ice. I've played cricket all around the world in different cultures and conditions and it's great to be able to add another to the list. I have never been to St. Moritz and cannot wait to go. I guess dealing with cold, balance on ice and extra clothing will be something to look out for but at the end of the day it's still the same cricket ball I've faced many times in my career. Thank you to Vijay and Akhilesh for creating this. I look forward to a great experience and exciting game of cricket, meeting new people, introducing the game to new fans and getting a chance to see St Moritz, which is only in my imagination now."