



Förbundet Svensk Bridge

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PRESS RELEASE

Dear Sir/Madam,

YOU ARE ALL WELCOME...

...to Malmö 2004. Players, officials, journalists, family members and other guests will find everything they need for a great Festival.

This will simply be "the Championship" and "the Bridge Festival" for everyone. Make sure you put 19th June to 3rd July 2004 in your calendar now, because that's when it all happens.

PRESS, MEDIA AND INTERNET OWNERS

More information can be found at www.bridgefestival.net. Logos are free to use for advertisements and can be downloaded from www.bridgefestival.net/download.htm. You can also find banners for Internet use etc to link to the festival page. Articles written as "appetizers" will be sent upon request – free to use in magazines etc – those are written by Swedish players in earlier championships, such as PO Sundelin, Tommy Gullberg etc. Just email micke.melander@bridgefederation.se to obtain these.

EUROPEAN TEAMS CHAMPIONSHIPS

First of all we will organise the 47th European Teams Championships. We are hoping to attract 100 teams in total: 40 in the Open and 30 in the Women's and Seniors series. European Master Points are awarded for these events.

CHAIRMAN'S CUP

Secondly we will, as usual, organise the Chairman's Cup, a major team competition with *great Prize Money*. This tournament is open for all and is played over six days. Usually many foreign teams participate. We are, of course, looking forward to a record attendance in 2004!

More than 7.000 Euro to win in this tournament!!!

NATIONAL CHAMPIONSHIPS

Thirdly we will organise the Swedish Championship Week in the same place at the same time. These competitions are not open.

NEW GUINNESS RECORD?

Fourthly we will try to get into the Guinness Book of Records by organising the biggest national battle in bridge between two countries, Sweden and Denmark. This competition will be open to all those with a federation membership card from either of the two countries.

BRONZE, SILVER AND GOLD GAMES – all part of this wonderful Festival!

We will also make all the shorter competitions open to anyone here for the Championships. This means all the competitions that are played in a single day or just over an afternoon or evening. And of course you can win a lot of cash prizes in these tournaments. So even if you are not a member of a national team, or just want to come for part of the time, you can join in and play bridge.

Every evening at 19.00 there will be a 24-board tournament, with Swedish master points in bronze. The entry fee is SEK 60 per player and the prize money at 200 pairs will be SEK 9.600 (about 1000 Euro).

Every day there will be a 36 board tournament at 11.00 and 18.00, except June 25 when it is at 11.00 only. Swedish master points in silver. The entry fee will be SEK 100 per player and the prize money at 200 pairs will be SEK 16.000. (about 1900 Euro)

There will be six 57 board tournaments with Swedish master points in gold. The entry fee will be SEK 250 and the prize money at 200 pairs will be SEK 50.000. (about 5500 Euro)

MORE THAN 5,000 GUESTS

We are expecting to have about 2,000 international guests and about 3,000 Swedish and Danish guests daily in Malmö. Normally the Swedish Tournament Week attracts about 2,000 players, so we are not exaggerating the figures. Our systems are set up to receive your booking. We have reservations at 25 hotels with more than 2,000 rooms available daily.

GOOD NEWS, CHEAP SWEDEN!

It's cheap to visit Sweden today. The Swedish currency, the krona, has taken a plunge compared to other currencies. Bad news for Swedes, good news for you. It means that you will have a lot of krona for your own currency when you go to Malmö 2004. Sweden is a member of the EU although we have not yet joined the monetary union.

ENGLISH

English is the preferred second language in Sweden and everyone has a working knowledge of English. You'll find that English can be used everywhere, in shops, buses, hotels, restaurants etc.

WEATHER

The summer weather in Sweden is unpredictable but usually fair in June with temperatures rising to about 25 degrees in the daytime and with cool evenings and not much rain (fingers crossed and all that).

CITY OF MALMÖ

The first inhabitants of Malmö were fishermen and farmers. The name Malmö comes from the name Malmhauger, which roughly translated means "sand heaps". The actual City of Malmö came into being at the end of the 13th century. Malmö grew to become a vital commercial centre ruled alternately by Sweden, Denmark and the Hanseatic League. In 1437, Erik of Pomerania granted the City of Malmö its own coat of arms, and this is still the official symbol of the city.

A CITY OF THE ARTS

The City Theatre, which boasts one of the largest stages in Europe, offers operas, musicals and ballet.

WEBSITE - RESERVATIONS

You can make your bookings and get the latest information about the Bridge Festival at www.bridgefestival.net

We look forward to welcoming you to Malmö and the Bridge Festival 2004!

Micke Melander
Swedish Bridge Federation

Reservations, entries to Chairman's Cup and questions may be send to bgu@bridgefederation.se

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