



MEDIA ALERT

Friday 17 September 2021

## **MEDIA ACCREDITATION AND ACCESS TO CONTENT FOR UPCOMING TOURNAMENTS**

There will be limited media allowed onsite for the following tournaments due to mandatory COVID-19 safety protocols:

- **TotalEnergies BWF Sudirman Cup Finals 2021**
- **TotalEnergies BWF Thomas and Uber Cup Finals 2020**
- **VICTOR Denmark Open 2021**

As such, BWF is once again activating the BWF Digital Media Hub to facilitate access to essential content for all media inconvenienced by the restrictions. This includes the servicing of images, live streaming of some mixed zone interviews, Flash Quotes, and video interviews with players.

All images from the Field of Play will either be supplied by BWF and the Host via Badmintonphoto, or be available through domestic and international agencies.

Note that access will be controlled by BWF and its partners. Please sign up via the link by Thursday 23 September 2021: <http://eepurl.com/heUZ7H>. There is no need to register again if you have previously subscribed to the BWF Digital Media Hub. Please reply to this email if you wish to unsubscribe.

Once you have registered, you will receive a confirmation email with further details and login information. Existing subscribers will also receive a reminder email. The Digital Media Hub will be LIVE on 25 September 2021.

BWF and its respective Hosts are disappointed we can't have more members of the media onsite at these tournaments. We instead endeavour to service all media organisations with content solutions the best we can. Thank you for your understanding.

For more information or questions regarding content access, please contact: [pressoffice@bwfbadminton.org](mailto:pressoffice@bwfbadminton.org).

ENDS

**Contact:**

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## **ABOUT BWF**

The Badminton World Federation (BWF) is the international governing body of the sport of badminton, recognised by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC). It was originally the International Badminton Federation (IBF) which was founded on 5 July 1934, before being rechristened the Badminton World Federation in 2006.

The purpose and objectives of BWF include regulating, promoting, developing and popularising the sport of badminton throughout the world and organising, conducting and presenting international events at the highest level.

The BWF's vision is to make badminton a leading global sport accessible to all – giving every child a chance to play for life. Its mission is to lead and inspire all stakeholders; to deliver entertainment through exciting events to drive fan experience; and to create innovative, impactful and sustainable development initiatives.

BWF has its headquarters in Kuala Lumpur, Malaysia, with 196 Member Associations worldwide.

Poul-Erik Høyer is the BWF President and Thomas Lund is the BWF Secretary General.

**Websites:** [www.bwfbadminton.com](http://www.bwfbadminton.com) and [www.bwfcorporate.com](http://www.bwfcorporate.com)

**Facebook:** <https://www.facebook.com/bwfbadminton>