

Stefan Olsson appointed as Björn Borg Game Changer Ambassador

Swedish tennis player Stefan Olsson was born with Artrogryphosis, a disability that led to a life in wheelchair. But nothing could stop Stefan from fulfilling his dream of becoming a full time professional tennis player. Today, Stefan is the reigning men's Paralympic champion in tennis doubles, and represents Sweden in the Rio 2016 Paralympics Games.

- Many people don't believe me when I say that I'm a professional tennis player, they are shocked and say it is impossible. I love to prove them wrong. Just like any athlete trying to reach top level, I have struggled, fought and put a lot of hours into my passion. The only difference is that my conditions are a bit different.

Stefan Olsson, 29, is the most recent athlete to be appointed as a Björn Borg Game Changer. The Björn Borg Game Changer Ambassadorship is a program where extraordinary individuals who pursue their dreams against all odds are appointed to represent the brand.



– Stefan is a top ranked and extremely dedicated player. Tennis is in our DNA, and we are happy to announce that we can now include him as a Game Changer ambassador for our brand, says Jonas Lindberg Nyvang, Marketing Director, Björn Borg.

Stefan Olsson is currently ranked number 7 in the world and number 1 in Sweden. He has achieved outstanding results in the Swedish Masters, which he won 2005, 2007, 2009, 2010, 2011, 2012, 2013, 2014 and 2015. He has multiple titles in Masters, Wimbledon, US Open and recently qualified for Rio 2016 Paralympics. Stefan has represented Sweden in Athens 2004, Beijing 2008 and London 2012 – where he is reigning master after having won gold in doubles.

Björn Borg Game Changer Ambassador program includes following athletes among others: Stephanie Kurlow – hijabi ballerina; Zyrken – parkourist; Camila Rivarola – MMA fighter; Annika Naenfeldt – high diver.

Video Stefan Olsson: <https://youtu.be/w1DiUR-SYAg>

Video other game changers: <https://www.youtube.com/bjornborg>

Press kit: <https://www.dropbox.com/sh/5rvcn1f2jvvnw1k/AAALhDAX-XDZ2cfCBdbTbb9Ta?dl=0>

Newsroom: <http://press.bjornborg.com/?p=3246>

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, bags and eyewear through licensees. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2014 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 539 million in 2014, with an average of 129 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.