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Five listed companies embrace the Invictus Games The Hague 2020

Heineken, KPN, Philips, SAP and Shell have recently each become Official Supporter of the Invictus Games The Hague 2020 presented by Jaguar Land Rover. The sporting event, held from 9-16 May 2020 for wounded, injured or sick servicemen and women uses the power of sport to stimulate recovery, support rehabilitation and generate wider understanding and respect for those who serve or have served their country.

Connect, improve, sustainable, experience

The support of these five companies for the Invictus Games The Hague 2020 is of great importance for the success of this unique sporting event. Chair of the organising committee, Mart de Kruif, said the following:

“Connecting, improving, increasing sustainability and living together are the promises of these partners that seamlessly connect with the Invictus Games. To provide the perfect organisation of the Games and facilitating the participation not only of the 500 competitors, but also for the 1,000 friends and family joining them, the support of these partners is priceless. The competitors show us that the power of the human mind is unbeatable. Because we pursue the same goal together, we can join forces and reach as many people as possible.”

Experience together with Heineken

“At HEINEKEN we see our strength in the creation of shared experiences,” said Hans Erik Tuijt, Director Global HEINEKEN Sponsorship. “With the Invictus Games The Hague 2020 we will help make a unique shared experience possible, in our very own backyard, in honour of the heroes of this sporting event.”

KPN connects

“KPN has been connecting people for over 135 years, of course we do that with 'the network of the Netherlands' and certainly also by supporting large-scale events such as this year's Invictus Games The Hague 2020, the Eurovision Song Contest and SAIL 2020,” said Mark Versteegen, director of sponsorship at KPN. “The Invictus Games is a special event where the participants get the best out of themselves and where there is a great sense of togetherness. We hope that The Hague and the surrounding area will come to see this wonderful event.”

Philips innovations in health

“At Philips, we believe that there’s always a way to make life better,” said Nathalie Lam, Global Head of Sponsorship at Philips. “We are focused on improving the lives of individuals and families through meaningful innovations at every stage of the health journey. We are honoured to be supporting the competitors, who are remarkable role models in discovering their potential and pushing their ability to recover, and we are very excited to see what moments of inspiration the Invictus Games The Hague 2020 will bring.”

Bringing them closer together with help from SAP

"To promote understanding and respect for wounded injured or sick Servicemen and women, serving or veterans, it is essential to understand how we can bring people closer together," says Rinse Tamsma, Managing Director SAP The Netherlands. "The organising committee of the Invictus Games The Hague 2020 and SAP share this goal. That's why we are happy to contribute to its realization."

"The registration app SAP has built, plays a major role in supporting the organisation in its communication with the participants," says Mart de Kruif, Chair of the organising committee. "During the Invictus Games in The Hague, but also for the use in future editions of the event."

Energy transition with Shell

Marjan van Loon, President-Director of Shell Nederland: “We are extremely proud that we can supply renewable energy to the Invictus Games The Hague 2020. The event will use renewable energy generated entirely in the Netherlands. What is more, we will be deploying batteries, while the generators for peak and backup power will run entirely on biofuel. Just as collaboration is essential in the world of sport, it is also the key to success in the energy transition. I wish the teams every success and I look forward to this fantastic event.”

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Notes to editor

About the Invictus Games

The Invictus Games uses the power of sport to stimulate recovery, support rehabilitation and generate broader understanding and respect for those who serve or have served their country. "Invictus" stands for "unconquered." It symbolizes the fighting spirit of physically and / or mentally wounded, injured or sick servicemen and women, serving or veteran. It shows what you can achieve, despite your injuries.

About the Invictus Games The Hague 2020...

The Invictus Games The Hague 2020 will honour the soldiers and their loved-ones. With an expected 100,000 visitors, journalists from all over the world, and thousands of fans, the Invictus Games The Hague 2020 are a major event in the Zuiderpark. The Invictus Games are held from the 9th May until the 16th of May 2020 and will be a celebration for young and old. The Zuiderpark will be transformed into an event area with a large variety of activities that will attract thousands of visitors. The event terrain is freely accessible on all days.

ABOUT INVICTUS GAMES THE HAGUE 2020

De Invictus Games is een internationaal sportevenement voor fysiek en/of mentaal gewonde militairen. De Invictus Games gebruikt de kracht van sport om herstel te stimuleren, revalidatie te ondersteunen en breder begrip en respect te genereren voor hen die hun land dienen of gediend hebben.

'Invictus' staat voor 'onoverwonnen'. Het symboliseert de vechtlustige geest, van fysiek en/of mentaal gewonde militairen. Het laat zien wat je, ondanks je verwondingen, kunt bereiken.

Aan de Invictus Games, die van 9 tot 16 mei 2020 in Den Haag worden gehouden, doen 500 deelnemers mee, uit 19 verschillende landen. Zij zullen actief zijn in tien verschillende sporten.

Alle deelnemers mogen, op uitnodiging en kosten van de organisatie, twee vrienden of familieleden die hebben geholpen tijdens het revalidatieproces meenemen naar het evenement.

Iedere deelnemer aan de Invictus Games heeft zijn eigen verhaal, maar allen hebben ze de innerlijke kracht gevonden om door te gaan en zichzelf op te richten. Alleen, met hulp van familie en vrienden, maar altijd mede dankzij de kracht van sport.

The Invictus Games is an international adaptive sporting event for Wounded, Injured and Sick Servicemen and women, both serving and veteran. The Games use the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect of all those who serve their country.

The word 'Invictus' means 'unconquered'. It embodies the fighting spirit of wounded, injured and sick Service personnel and personifies what these tenacious men and women can achieve post injury.

The Invictus Games is about much more than just sport – it captures hearts, challenges minds and changes lives.

The Invictus Games 2020 will be held in The Hague from 9 to 16 May and invites 500 competitors, from 19 different countries. They will participate in 10 different sports.

All competitors may bring two friends or family members who have helped during the rehabilitation process, at the invitation and expense of the organization.

The participants all have their own story of physical and/or psychological injury or illness. But all of them have found the inner strength to go on and reinvent themselves. Sometimes alone, often with the help of family and friends, but always through the power of sport. The Invictus Games The Hague 2020 is *the* platform to share their stories and add another chapter to their book of life.

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Invictus Games The Hague 2020