

Cartier



TROIS POMMES
ZÜRICH BASEL ST. MORITZ GSTAAD

Media: background

The voice: Jan Erik Franck

«To explain polo as simply as possible is my most important role», says Jan-Erik Frank. As a public commentator at tournaments around the world he has introduced huge crowds to the fascination and the very technical rules of this dynamic sport for almost 20 years.

«I try to entice the audience by making the commentary as entertaining and at times as amusing and funny as possible», says Franck (47), who is a champion in creating an atmosphere where the crowd not only follows the game but also heats it up. «I always try to get the audience involved in the game in order to create a fair & lively atmosphere, which is also appreciated by the players and spurs them on, especially in front of a crowd like in St. Moritz»

For Jan-Erik, who is an licensed HPA umpire and a polo coach as well, St. Moritz is always a special tournament to go to: «It is without doubt the most prestigious snow polo event in the world and a "must see" for any player or polo aficionado. St. Moritz is the "Ueber" of all snow polo tournaments on the planet», he says.

Jan-Erik was a commentator here for many years, but also an active player: In 2013 he played with Team BMW, which finished second to Team Cartier.

SNOW POLO WORLD CUP ST. MORITZ

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