



Team Audi's Facundo Pieres takes aim at the airborne polo ball. Audi was the runner-up team for this championship.

PIAGET

WORLD SNOW POLO CHAMPIONSHIP DEBUTS IN ASPEN

PHOTOS COURTESY OF PIAGET

Considered to be one of the world's most glamorous winter destinations, Aspen was the setting for the Piaget World Snow Polo Championship, held on the snow packed field of Wagner Park. This is Piaget's first year as the organizer of the event, which has been held in Aspen for several years and was previously organized by the Roaring Fork Polo Club.

Top-ranked Argentine polo players Facundo Pieres and Gonzalito Pieres of the Piaget Ellerstina Polo team, and polo's most famous face, Nacho Figueras, the face of Ralph Lauren Polo, joined America's top-ranked player, Nic Roldan, along with hosts and co-founders of the Aspen Valley Polo Club, Marc and Melissa Ganzi and Larry Boland, President of Piaget North America, to host the tournament. Piaget was also the official timekeeper of the tournament.

A round-robin format was created for the three teams competing, Audi (Melissa Ganzi, Juan Bollini and Facundo Pieres), Piaget (Marc Ganzi, Kris Kampsen and Gonzalito Pieres) and an all-pro St. Regis team (Brandon Phillips, Nic Roldan and Nacho Figueras). Each team would play four chukkers, two against the other two teams competing.

At the foot of Aspen Mountain with the snow falling, the Piaget team took to Wagner Park to compete against the St. Regis team. Excitement was in the air, as the two teams battled it out, with Phillips and Figueras each scoring a goal to deliver a 2-0 win for St. Regis.

Following their loss, Piaget re-entered the field determined to beat the Audi team. Melissa Ganzi bolted into action, quickly scoring for Audi in the first thirty seconds putting the team ahead 1-0 in the first chukker.



Gonzalito Pieres for the Piaget team pushes the ball against the St. Regis team.



St. Regis battled Audi for the championship cup with Nacho Figueras scoring the winning goal for St. Regis.

PIAGET WORLD SNOW POLO CHAMPIONSHIP

In the second chukker, Marc Ganzi scored for Piaget to even the score at 1-1. The crowd was silent as they watched brother vs. brother and husband vs. wife. Ultimately, Melissa Ganzi brought Audi to a 2-1 victory, as she scored the final goal through a penalty shot in the end of the second chukker.

The final match saw St. Regis and Audi locked in a stalemate with neither team scoring in the first chukker. Facundo Pieres took a penalty shot in the second

chukker that was blocked by a confident Figueras, standing in the saddle, as the crowd cheered. Figueras then went on to score the final goal, bringing the black St. Regis team to victory.

Inside the VIP tent, Piaget hosted a lounge for Aspen's best and brightest to enjoy the polo action. On display were the newest Piaget Polo FortyFive timepieces, along with framed photos showing Piaget's long history with the sport of kings.

Following the match, Larry Boland



The action was hot as the snow fell during the World Snow Polo Championship.



Larry Boland presented the special silver and horn trophy to winning St. Regis team members Nic Roldan and Nacho Figueras.

presented the special silver and horn trophy to the winning St. Regis team. "We are proud to be presenting the Piaget World Snow Polo Championship here in Aspen and thrilled to have both Gonzalito and Facundo Pieres with us. It was an exciting day of polo in one of the most picturesque settings in America," stated Boland.

Marc Ganzi added, "It has always been a dream of mine and my wife Melissa's to create a polo club in Aspen. We are honored to have Piaget as the official timekeeper and to help us kick off a new era in snow polo."

Nic Roldan was named MVP while *Open Quarzo*, owned by Halo Polo, picked up Best Playing Pony honors.

In addition to the Piaget World Snow Polo World Championship, Piaget is the title sponsor of the USPA Piaget Gold Cup and the Piaget Hamptons Cup.

SNOW POLO HISTORY

The sport of snow polo was first introduced in 1985 at the resort town of St. Moritz, Switzerland. The inaugural event entertained several hundred curious spectators. In the U.S. snow polo is competed exclusively in Aspen, Colorado. Snow Polo is a modified version of polo with games played on a snow-packed arena surrounded by fencing keeping the ball in play.

Teams are comprised of three players, as in typical arena polo. Play consists of four 7-minute chukkers (periods). The horses (polo ponies) are shod with special cleated shoes to provide better traction. The ball is larger and lighter, and bright red, to better accommodate winter conditions.

On a snow-covered field in Aspen, one of the world's most posh resorts, this thrilling game on horseback is played with the same speed and intensity and excitement as St. Moritz.



Nacho Figueras and Melissa Ganzi at the post tournament party.