



## **Balaxert and the GSHC renew their partnership!**

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The year 2023 was undoubtedly one of the most memorable for the Genève-Servette Hockey Club. In addition, the date of April 27, 2023 will remain etched in the memory of all Genevans! After a season full of emotions, les Aigles were crowned Swiss champions for the very first time in their history! After 118 years of existence, the famous Geneva club was finally able to lift the coveted National League cup to the delight of all club fans.

Balaxert is particularly proud of the progress made by the Genat over the past 10 years and the beginnings of the partnership between the GSHC and Balaxert. The adventure does not stop there, and a new collaboration has just been concluded between the two institutions for the next three years.

The Genève-Servette Hockey Club and Balaxert, both major players in the canton of Geneva, also share common values: bringing together the local community and uniting their audiences and visitors by making them experience emotions.

During the 2023-2024 season, Balaxert customers will be able to experience hockey thanks to activities set up in the largest shopping center in western Switzerland, such as player signings, Sherkan visits and hockey demonstrations.

Balaxert also organizes throughout the season, and on its social networks, competitions allowing everyone to attend matches at Les Vernets for free.

Together, always!