



**MONDAY 18 MAY 2020**

## **1 Year of AirBadminton**

Dear BWF Continental Confederations and Member Associations,

It is incredible to think that this time last year we achieved the global launch of the new outdoor game, AirBadminton, in Guangzhou, China. It was a milestone moment for the BWF and its Global Development Partner, HSBC.

Fast forward to 12 months later and we are delighted to report that 94 BWF Member Associations have since expressed interest in the project.

The mass production of the new AirShuttle began in February 2020 and the team has worked tirelessly on developing a distribution plan in line with the BWF Strategic Plan 2020-2024.

Approximately 15,000 AirShuttles were allocated to the BWF Membership with 18 countries having already received their samples. However, it is unfortunate that a number of AirBadminton activities and steps linked to this distribution have sadly had to be cancelled or suspended because of the COVID-19 situation.

We are currently looking into contingencies to ensure the global supply of AirShuttles progresses swiftly and we hope to resume shipments to all Member Associations that have expressed interest on the project as soon as we can.

If you haven't completed the AirBadminton survey yet, we encourage you to do it via this [link](#).

**Brand and Retail Partners**

Excitingly, BWF has been working with several brands and retailers to ensure that the AirShuttle and associated equipment are accessible to everyone at an affordable price.

A list of confirmed distributors can be found in the accompanying documents and on our [AirBadminton website](#).

The team has been working on sustainable marketing and distribution plans with each partner including supplying clear and comprehensive brand and distribution guidelines.

We look forward to a number of other potential distributors coming onboard shortly and free samples of the AirShuttle have been sent to them for testing.

**Activations**

So far, we have received a lot of interest from Members to conduct national launches and festivals, as well as pilot AirBadminton competitions and activations at international badminton tournaments.

The COVID-19 pandemic will undoubtedly make it difficult to plan and organise such events, but we see great potential for AirBadminton to be a safe activity for people to try during this extended period of social distancing.

Please follow advice from your local authorities with regards to the safe practice of any outdoor badminton activities.

There are many health benefits to playing AirBadminton to help strengthen the body and mind. These benefits can be found [linked here](#).

Feel free to contact the BWF if you have any questions.

Contact details: **Rodrigo Pacheco | Development Manager:** [r.pacheco@bwfbadminton.org](mailto:r.pacheco@bwfbadminton.org)

In the meantime, stay safe and healthy and we hope to give you another update on the AirBadminton project soon.

With my best wishes,

A handwritten signature in black ink, appearing to read 'Poul-Erik Høyer', with a stylized flourish at the end.

**BWF President, Poul-Erik Høyer**

Unit No. 1, Level 29  
Naza Tower Platinum Park  
No. 10 Persiaran KLCC  
50088 Kuala Lumpur  
Malaysia

T +603 2381 9188  
F +603 2303 9688  
E [bwf@bwfbadminton.org](mailto:bwf@bwfbadminton.org)  
W [www.bwfcorporate.com](http://www.bwfcorporate.com)  
W [www.bwfbadminton.com](http://www.bwfbadminton.com)