

Laureus World Sports Awards 2016

BACK-TO-BACK LAUREUS AWARDS FOR DJOKOVIC; SERENA WINS RECORD FOURTH LAUREUS; POSTHUMOUS HONOUR FOR JOHAN CRUYFF

- Double success for rugby as **All Blacks** and **Dan Carter** win Awards
- Laureus Breakthrough of the Year Award won by golfer **Jordan Spieth**
- Formula One legend **Niki Lauda** receives Lifetime Achievement Award
- Record third Laureus Disability Award for Brazil's **Daniel Dias**
- Laureus Action Sports Award goes to Ironman **Jan Frodeno**
- Global TV audience watches Laureus Awards Ceremony in Berlin
- TV News Access and Web Edit links at end of press release

BERLIN, April 18, 2016 – **Serena Williams** is celebrating another highlight in her amazing career after winning a record-equalling fourth Laureus World Sports Award. And on a great night for tennis, **Novak Djokovic** was honoured with the Laureus World Sportsman Award for the second straight year and for the third time in his career.

Serena, the world's top women's tennis player, was named Laureus World Sportswoman of the Year again, after a sparkling 2015 in which she won three Grand Slams.

Laureus Academy Member **Boris Becker**, now Djokovic's coach, said: "*He had a great year again. He's played 88 matches, has won 82, He won three out of the four Grand Slams, reached the final of the French Open, he's won seven other tournaments. Very few players, if any, had a year like that.*"

There was a special posthumous Laureus Spirit of Sport Award to celebrate the life of **Johan Cruyff**, who died in March. It was received by his son **Jordi Cruyff**.

On a glittering evening in Berlin that recognised the outstanding sporting achievements of 2015, rugby was the other big winner with the **All Blacks** taking the Laureus Team Award and **Dan Carter** receiving the Laureus Comeback of the Year Award, following the team's Rugby World Cup success.

Carter said: "*It's nice to be recognised for the year I had in 2015. It was a very special year, not only for me, but also for the All Blacks and to be a part of that was amazing.*"

To the delight of the Berlin audience, Germany's **Jan Frodeno**, the first man to win both the Ironman World Championship and an Olympic triathlon gold medal, was presented with the Laureus Action Sports Award, while golfer **Jordan Spieth** won the Laureus Breakthrough of the Year Award.

Spieth said: "*Thank you so much to the Laureus Academy. Just to know a couple of you is an honour. For me it's unique. We're used to being recognised in the golfing community but this Award recognises us around the world to all of sport and it's something that's very difficult to put into words.*"

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Brazilian Paralympic swimmer **Daniel Dias** won his third Laureus Disability Award, another record. Dias, who is one of Brazil's big hopes for gold medals the Paralympic Games in Rio de Janeiro in September, said: *"This is another great honour for me and gives me great encouragement, as we are now in the build-up to the Paralympic Games in Rio. To think I have won win three Laureus Awards, something only managed by other sportsmen like Roger Federer, Usain Bolt and Kelly Slater, is quite overwhelming."*

Three-time Formula One world champion **Niki Lauda**, now Non-Executive Chairman of the Mercedes AMG Petronas team, received the Laureus Lifetime Achievement Award.

The Laureus Academy named the recipient of the Laureus Sport for Good Award: the football-based **Moving the Goalposts** community project in Kenya.

The Laureus World Sports Awards are the premier honours on the international sporting calendar. The winners are chosen by the Laureus World Sports Academy, the ultimate sports jury, made up of more than 50 of the greatest living sportsmen and sportswomen.

The Laureus World Sports Awards supports Laureus Sport for Good by showcasing the incredible work it does to transform the lives of individuals and communities around the world by using the power of sport as a tool to combat challenging social issues. Since its inception, Laureus Sport for Good has raised over €100 million and supported over 150 projects worldwide which use sport to tackle violence, discrimination and disadvantage. Laureus Sport for Good has helped to improve the lives of millions of young people in over 35 countries and is proving that sport can change the world.

The Laureus World Sports Awards Ceremony, hosted by Hollywood actor Bill Murray at the Messe Berlin Palais am Funkturm, is broadcast to 160 countries.

Laureus World Sports Awards were announced in seven categories.

Laureus World Sportsman of the Year: Novak Djokovic
Laureus World Sportswoman of the Year: Serena Williams
Laureus World Team of the Year: All Blacks
Laureus World Breakthrough of the Year: Jordan Spieth
Laureus World Comeback of the Year: Dan Carter
Laureus World Sportsperson of the Year with a Disability: Daniel Dias
Laureus World Action Sportsperson of the Year: Jan Frodeno

There were three additional Award winners: the **Laureus Spirit of Sport Award** was presented posthumously to legendary Dutch footballer Johan Cruyff, who died last month; the **Laureus Lifetime Achievement Award** was given to three-time Formula One world champion Niki Lauda and the **Laureus Sport for Good Award** went to Kenya's Moving the Goalposts football project.

For full biographies of Winners and Nominees go to <http://lwsa16.laureus.com/>

Three new members were welcomed to the Laureus World Sports Academy during the Awards Ceremony – German skier Maria Höfl-Riesch, Spanish football legend Raul and Irish rugby star Brian O'Driscoll.

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Members of the Laureus World Sports Academy, Ambassadors and other guests present in Berlin, included: Boris Becker, Oliver Bierhoff, Ole Bischof, Stefan Blöcher, Fredi Bobic, Marie Bochet, Ian Botham, Martin Braxenthaler, Bob Burnquist, Flavio Canto, Cafu, Nadia Comaneci, David Coulthard, Liu Cuiqing, Alessandro Del Piero, Deng Yaping, Marcel Desailly, Kapil Dev, Genzebe Dibaba, Mick Doohan, Morné du Plessis, Pieter du Preez, Omara Durand, Mick Fanning, Luis Figo, Anna Fenninger, Sean Fitzpatrick, Cathy Freeman, Jan Frodeno, Tanni Grey-Thompson, Bryan Habana, Anthony Joshua, Marvelous Marvin Hagler, Mika Hakkinen, Regina Halmich, Lewis Hamilton, Maria Höfl-Riesch, Chris Hoy, Nadine Kessler, Kip Keino, Chloe Kim, Christa Kinshofer, Franz Klammer, Philip Köster, Nia Künzer, Niki Lauda, Jens Lehmann, Tegla Loroupe, Joachim Löw, Garrett McNamara, Edwin Moses, Robby Naish, Ilie Nastase, Alexey Nemov, Brian O'Driscoll, Victoria Pendleton, Hugo Porta, Carles Puyol, Raul, Steve Redgrave, Jamie Redknapp, Markus Rehm, Nico Rosberg, David Rudisha, Anna Schaffelhuber, Axel Schulz, Daley Thompson, Pascal Wehrlein, Steve Waugh, Katarina Witt, Toto Wolff, Kathi Wörndl.

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NOTES TO EDITORS

Laureus is a universal movement that celebrates the power of sport to bring people together as a force for good. Laureus is composed of three core elements - the Laureus World Sports Academy, Laureus Sport for Good and the Laureus World Sports Awards - which collectively celebrate sporting excellence and use sport as the means to promote social change.

The first Patron of Laureus was Nelson Mandela. At the inaugural Laureus World Sports Awards in 2000, he said: "Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. Sport can create hope where once there was only despair." This has become the philosophy of Laureus; the driving force behind its work.

The members of the Laureus World Sports Academy are: Giacomo Agostini, Marcus Allen, Franz Beckenbauer, Boris Becker, Ian Botham, Sergey Bubka, Cafu, Bobby Charlton, Sebastian Coe, Nadia Comaneci, Yaping Deng, Marcel Desailly, Kapil Dev, Mick Doohan, David Douillet, Rahul Dravid, Luis Figo, Emerson Fittipaldi, Sean Fitzpatrick, Dawn Fraser, Cathy Freeman, Tanni Grey-Thompson, Marvelous Marvin Hagler, Mika Häkkinen, Tony Hawk, Mike Horn, Miguel Indurain, Michael Johnson, Kip Keino, Franz Klammer, Tegla Loroupe, Dan Marino, Yao Ming, Edwin Moses (Chairman), Nawal El Moutawakel, Robby Naish, Ilie Nastase, Martina Navratilova, Alexey Nemov, Jack Nicklaus, Alessandro Del Piero, Gary Player, Morné du Plessis, Hugo Porta, Carles Puyol, Steve Redgrave, Vivian Richards, Monica Seles, Mark Spitz, Sachin Tendulkar, Daley Thompson, Alberto Tomba, Steve Waugh, Katarina Witt, Li Xiaopeng and Yang Yang.

The Laureus Academy Members volunteer their services as global ambassadors for Laureus Sport for Good, which was set up to promote the use of sport as a tool for social change. Laureus Sport for Good addresses social challenges through a worldwide programme of sports related community development initiatives. Since its inception, Laureus has raised over €100 million for projects which have helped to improve the lives of millions of young people. The mission of Laureus Sport for Good is to use sport as a

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means to tackle some of the toughest social challenges facing young people today such as violence and crime, discrimination, unemployment and lack of education.

The Laureus World Sports Awards is the premier global sports awards honouring the greatest sportsmen and women across all sports each year. The winners are selected by the ultimate sports jury – over 50 members of the Laureus World Sports Academy, the living legends of sport honouring the great athletes of today. The Awards are presented at an annual Awards Ceremony, attended by global figures from sport and entertainment, which is broadcast to 160 countries and territories.

There is a two-part voting process to find the winners of the Laureus World Sports Awards. Firstly, a Global Selection Panel of the world's leading sports editors, print and online writers and broadcasters from over 100 countries are invited to vote to create a shortlist of six Nominations in six categories – Laureus World Sportsman of the Year, Laureus World Sportswoman of the Year, Laureus World Team of the Year, Laureus World Breakthrough of the Year, Laureus World Comeback of the Year and Laureus Action Sports person of the Year. Nominations for the Laureus World Sports person of the Year with a Disability come from a specialist panel. The members of the Laureus World Sports Academy then vote by secret ballot to select the Award winners from these shortlists. The Academy Members may also present additional Awards at their discretion. The voting process is monitored by independent auditors PricewaterhouseCoopers LLP.

The Awards continue to support Laureus Sport for Good by showcasing the incredible work it does with athletes and partners to transform the lives of individuals and promoting to a global audience the power of sport as a development tool to combat challenging social issues.

Laureus was founded by its Patrons Richemont and Daimler and is supported by its Global Partners Mercedes-Benz and IWC Schaffhausen.

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Mercedes-Benz is the inventor of the automobile – and has been passionately shaping its future since 1886. As pioneers in automotive engineering, it is both our inspiration and responsibility to continue the tradition of the brand with trailblazing technologies and high-quality products. Like no other trademark in the automotive world, Mercedes-Benz appeals to both the hearts and minds of its customers. We give our very best for customers who expect the very best. Since the founding fathers Gottlieb Daimler and Carl Benz, our corporate history has been one of innovation and pioneering achievements. Many technical innovations that are nowadays standard in automobiles first entered the market in a Mercedes-Benz. This is the basis for our claim to leadership in automotive engineering. The brand stands for Modern Luxury, and enjoys an outstanding reputation for quality, safety, comfort, design and comprehensive, sustainable mobility.

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