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**EANS-News: Wolford is a Life Ball Partner in 2014 (with photo)**

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Marketing

Bregenz (euro adhoc) - Press release

Wolford is a Life Ball Partner in 2014

International fashion label joins fight against HIV and AIDS

- Clear commitment to social responsibility
- Style Contest: Life Ball Queen 2014 - awarded by Wolford
- Dressing the débutantes in Wolford bodies

Vienna/Bregenz, May 8, 2014. The international fashion label Wolford is supporting the fight against HIV and AIDS as official partner of the 22nd Life Ball in Vienna on 31 May 2014. "Wolford fascinates women all over the world with its sensual fashion, innovative ideas and sustainable quality. As a women's brand, we stand for high expectations and practised social responsibility. These values coincide with those of AIDS LIFE. We are consciously involved because the organisation does important educational work for women", says Axel Dreher, board spokesman for Wolford AG.

This year's ball features a creative highlight sponsored by Wolford: the Style Contest on the evening of 31 May with a selection of the most extravagant looks chosen by an international VIP jury, followed by the crowning of the Life Ball Queen 2014. The winner can look forward to not only a free holiday, but will also be recognised with an award: a unique sculpture donated by Wolford and individually manufactured by the Vorarlberg-based artists NONOS.

This year, Wolford is stylishly and subtly dressing 100 débutantes in a classic Wolford body. Furthermore, 73 exclusive gift vouchers will be awaiting the lucky winners of the tombola.

"Wolford is a strong, international brand which perfectly matches with us. We are pleased to have the fashion label back on board as a partner and a sponsor", states AIDS LIFE founder and Life Ball CEO Gery Keszler. Wolford AG supported the Life Ball back in 1996-1998.

**About Wolford AG**

Wolford AG headquartered in Bregenz on Lake Constance (Austria) operates 16 subsidiaries and markets its products in about 70 countries via more than 260 monobrand stores (own and partner-operated), approximately 3,000 trading partners and online. The Austrian company, which has been publicly listed on the Vienna Stock Exchange since 1995, generated sales of EUR 156.47 million in the 2012/13 financial year (May 1, 2012 - April 30, 2013), and has about 1,600 employees. Since its founding in the year 1950, Wolford has evolved from a local producer of hosiery to a global fashion brand in the segment of affordable luxury products.

**Life Ball / AIDS LIFE**

Life Ball is organized by AIDS LIFE, an independent non-profit organization established in 1992 by Gery Keszler, with the aim to raise funds for the support of people living with HIV and AIDS. The association is dedicated to promoting awareness and public consciousness about HIV and AIDS. Life Ball

supports organizations and projects in the most affected regions around the world. More information: [www.lifeball.org](http://www.lifeball.org) and [www.facebook.com/lifeball](http://www.facebook.com/lifeball)

Pictures Downloadlink (high res)

Sujet: Jewellery Tights / Wolford Limited Edition

<http://service.wolford.com/download/press/aw1415/campaign/00019.zip>

Sujet: Wolford Life Ball 2014

[http://service.wolford.com/download/press/Lifeball/Wolford\\_Lifeball\\_Communication\\_Visual.zip](http://service.wolford.com/download/press/Lifeball/Wolford_Lifeball_Communication_Visual.zip)

Pictures: WOLFORD AG

Pictures with Announcement:

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Pictures with Announcement:

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