



## AWSL – Media Guide 2021



# AWSL – Media-Guide

- **Content**

- Official Wording
- Media Channels
- Official Hashtags
- Club Media



# AXA Women's Super League (AWSL)

- **Official Wording**

- Long (all)                      AXA Women's Super League
- Short (all)                      AWSL

- **Official Channels**

- Homepage                      [www.awsl.ch](http://www.awsl.ch)
- Facebook                      [facebook.com/swiss\\_womens\\_football](https://facebook.com/swiss_womens_football)
- Instagram                      @Swiss\_Womens\_Football

## AWSL: Club Media (1/3)



- **FC Aarau Frauen**  
Media: Walter Berli  
Mail: [walter.berli@fc-aarau-frauen.ch](mailto:walter.berli@fc-aarau-frauen.ch)  
Tel: +41 79 347 72 01

Homepage: [www.fc-aarau-frauen.ch](http://www.fc-aarau-frauen.ch)  
Instagram: @fcaaraufrauen\_offiziell  
Twitter: @fc\_aarau\_frauen



- **FC Basel 1893**  
Media: Till Keller  
Mail: [till.keller@thinksimple.ch](mailto:till.keller@thinksimple.ch)  
Tel: +41 79 738 04 73

Homepage: [www.fcb.ch/de/fcb-frauen](http://www.fcb.ch/de/fcb-frauen)  
Instagram: @fcbasel1893frauen  
Twitter: @FCBasel1893



- **Grasshopper Club Zürich**  
Media: Ronny Frei  
Mail: [ronny.frei@gc-frauen.ch](mailto:ronny.frei@gc-frauen.ch)  
Tel: +41 79 214 18 62

Homepage: [www.gc-frauen.ch](http://www.gc-frauen.ch)  
Instagram: @gcz\_frauenfussball



- **FC Lugano Femminile**  
Media: Paolo Annoni  
Mail: [press@internationalsocceracademy.club](mailto:press@internationalsocceracademy.club)  
Tel: +39 3479744302

Homepage: [www.fclugano.com/femminile](http://www.fclugano.com/femminile)  
Instagram: @fcluganofemminile

## AWSL: Club Media (2/3)



- **FC Luzern**

Media: Jens Geisel  
Mail: [jens.geisel@fcl-sf.ch](mailto:jens.geisel@fcl-sf.ch)  
Tel: +49 (162) 2777500

Homepage: [www.fcl-spitzenfussballfrauen.ch](http://www.fcl-spitzenfussballfrauen.ch)  
Instagram: @fcluzernsf  
Twitter: @fc\_frauen



- **Servette FCCF**

Media: Loïc Luscher  
Mail: [l.luscher@servettefc.ch](mailto:l.luscher@servettefc.ch)  
Tel: +41 78 629 69 10

Homepage: [www.servettefc.ch](http://www.servettefc.ch)  
Instagram: @servettefccf  
Twitter: @ServetteFCCF



- **FC St.Gallen-Staad**

Media: David Gadze  
Mail: [david.gadze@fcsg.ch](mailto:david.gadze@fcsg.ch)  
Tel: +41 77 268 73 19

Homepage: [www.fcsg.ch](http://www.fcsg.ch)  
Instagram: @fc\_st.gallen1879  
Twitter: @FCSG\_1879



- **BSC YB-Frauen**

Media: Andres Meier  
Mail: [a.meier@bscyb.ch](mailto:a.meier@bscyb.ch)  
Tel: +41 78 817 31 65

Homepage: [www.bscyb.ch/frauen](http://www.bscyb.ch/frauen)  
Instagram: @ybfrauen  
Twitter: @BSC\_YB

## AWSL: Club Media (3/3)



- **FC Yverdon Féminin**  
Media: Loris Tschanz  
Mail: [l.tschanz@yverdonsport.ch](mailto:l.tschanz@yverdonsport.ch)  
Tel: +41 78 894 58 96

Homepage: [www.fcyverdonfeminin.ch](http://www.fcyverdonfeminin.ch)  
Instagram: @fcyverdonfeminin  
Twitter: @yverdonsport



- **FC Zürich Frauen**  
Media: Marion Daube  
Mail: [marion.daube@fcz.ch](mailto:marion.daube@fcz.ch)  
Tel: +41 79 707 95 84

Homepage: [www.fcz.ch/de/frauen/news/](http://www.fcz.ch/de/frauen/news/)  
Instagram: @fcz\_frauen\_offiziell  
Twitter: @fc\_zuerich

Media: Laura Kaufmann  
Mail: [laura.kaufmann@fcz.ch](mailto:laura.kaufmann@fcz.ch)  
Tel: +41 79 133 15 17



# AWSL: Official Hashtags

- League DE/FR/IT #axawomenssuperleague  
#awsl
- Clubs
  - Aarau: #fca
  - Basel: #fcb
  - Grasshoppers: #gc
  - Lugano: #lug
  - Luzern: #fclsf
  - Servette: #sfccf
  - St. Gallen-Staad: #fcsg
  - Young Boys: #yb
  - Yverdon: #ysf
  - Zürich: #fczfrauen

# Schweizer Cup / Coupe Suisse / Coppa Svizzera

- **Official Wording**

- Long (de) Schweizer Cup Frauen
- Long (fr) Coupe Suisse féminine
- Long (it) Coppa Svizzera femminile

- **Official Channels**

- Homepage [www.football.ch/Schweizer-Cup-Frauen](http://www.football.ch/Schweizer-Cup-Frauen)  
[www.football.ch/Coupe-Suisse-feminine](http://www.football.ch/Coupe-Suisse-feminine)  
[www.football.ch/Coppa-Svizzera-femminile](http://www.football.ch/Coppa-Svizzera-femminile)
- Facebook [facebook.com/swiss\\_womens\\_football](https://facebook.com/swiss_womens_football)
- Instagram [@Swiss\\_Womens\\_Football](https://@Swiss_Womens_Football)





# Schweizer Cup / Coupe Suisse / Coppa Svizzera

- **Official Hashtags**

- DE           #SchweizerCupFrauen
- FR           #CoupeSuisseFéminine
- IT           #CoppaSvizzeraFemminile



# AXA Women's Cup Final

- **Official Wording**

- Long (all) AXA Women's Cup Final
- Short (all) AWCF

- **Official Channels**

- Homepage [www.football.ch/Schweizer-Cup-Frauen](http://www.football.ch/Schweizer-Cup-Frauen)  
[www.football.ch/Coupe-Suisse-feminine](http://www.football.ch/Coupe-Suisse-feminine)  
[www.football.ch/Coppa-Svizzera-femminile](http://www.football.ch/Coppa-Svizzera-femminile)
- Facebook [facebook.com/swiss\\_womens\\_football](https://facebook.com/swiss_womens_football)
- Instagram @Swiss\_Womens\_Football



# AXA Women's Cup Final

- **Official Hashtags**

- DE/FR/IT #AxaWomensCupFinal
- DE/FR/IT #AWCF
- DE #SchweizerCupFrauen
- FR #CoupeSuisseFéminine
- IT #CoppaSvizzeraFemminile



# Women's Football – Contact

- **Sport / Administration**

- Director, Development
- Championship, Cup, Clubs
- **General**

Tatjana Haenni  
Caroline Abbé

[haenni.tatjana@football.ch](mailto:haenni.tatjana@football.ch)  
[abbe.caroline@football.ch](mailto:abbe.caroline@football.ch)  
[women@football.ch](mailto:women@football.ch)

- **Marketing**

- Partner-Relations
- Operations
- **Promotion** (gut zum Druck)

Tanja Thoma  
Nicolas Bichsel

[thoma.tanja@football.ch](mailto:thoma.tanja@football.ch)  
[bichsel.nicolas@football.ch](mailto:bichsel.nicolas@football.ch)  
[gzd@football.ch](mailto:gzd@football.ch)



# Women's Football – Contact

- **Communication**

- Media, Content
- Homepage
- Social Media
- **General**

Dominik Erb  
Martina Küpfer  
Alfonso Mancuso

[erb.dominik@football.ch](mailto:erb.dominik@football.ch)  
[kuepfer.martina@football.ch](mailto:kuepfer.martina@football.ch)  
[mancuso.alfonso@football.ch](mailto:mancuso.alfonso@football.ch)  
[communication@football.ch](mailto:communication@football.ch)

- **Clubs**

- DE [www.awsl.ch/klubs](http://www.awsl.ch/klubs)
- FR [www.awsl.ch/clubs](http://www.awsl.ch/clubs)
- IT [www.awsl.ch/clubs](http://www.awsl.ch/clubs)