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**Press release**

## **ISPO Munich 2018 highlight: Outdoor sports visionary Gertrude Boyle receives the ISPO Cup 2018**

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Businesswoman, visionary “tough mother,” legend: Today within ISPO Munich Gert Boyle will be awarded the ISPO Cup 2018 in recognition of her lifetime achievements. The 93-year-old is the first non-athlete to win the honor. Gert Boyle has been president of and the visionary thinker behind the U.S. company Columbia Sportswear since 1970.

Klaus Dittrich, Chairman & CEO Messe München, says: “This year, the ISPO Cup will be presented for the first time to someone whose accomplishments do not include scaling the world’s tallest peaks or turning the fastest downhill time. She impresses us, above all, with her unbelievable energy and power that she applies just when challenges seem to be the toughest.”

Boyle, who was born in Germany to a Jewish textile manufacturer, immigrated to Portland, Oregon, with her family in the 1930s. Following the death of her husband, she rescued Columbia Sportswear from bankruptcy.

Gert Boyle turned Columbia Sportswear into a pacesetter in the sportswear industry by developing innovative athletic and outdoor clothing and marketing it with inimitable humor. She became a prominent figure after appearing as “tough mother” (1984-2005) in the company’s entertaining television spots.

The 93-year-old businesswoman is also well-known for her work on behalf of charitable causes. She is a passionate supporter of the U.S. Special Olympics Team, plays an active role in the fight against cancer and serves as an advocate of children’s rights.

### **About ISPO**

ISPO is the world’s leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to



support companies and sports enthusiasts, and to foster passion for sport worldwide. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.