



# SWEDISH MATCH

Pressrelease

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## **Ann-Margaret creates interest in Sweden at the Whitbread Around the World Race in Southampton**

Ann-Margaret, an international symbol of Sweden, has left Beverly Hills in California for Southampton, as Ambassador of Good Will for the Swedish Match yacht. Her task is to create interest in Sweden, the boat and its crew. By waving off the boat and wishing the crew good luck she will focus attention on Sweden.

It seems natural for actress, singer and dancer Ann-Margaret to put her homeland in the spotlight. She is a tireless ambassador for Sweden. Her Swedish roots run deep, and she is often heard to say, "I'm Swedish, and proud of it!" The strength she brings us is obvious to anyone who has seen her home in Beverly Hills, with its masses of Swedish flags, traditional Swedish painted wooden horses, Swedish art and Orrefors crystal.

Ann-Margaret's commitment has symbolic value for the boat, its crew and Swedish Match. As she says herself, "The demands on me to succeed as a world artist have many similarities to what's required of a crew in a race or the management of a large company such as Swedish Match. Success is created through communication, teamwork, innovation, trust, growth and recognition."

Ann-Margaret has acted in more than 43 feature films including Tommy, Carnal Knowledge, Pocketful of Miracles, Bye Bye Birdie, The Pleasure Seekers, Magic, Viva Las Vegas, Stagecoach, Grumpy Old Men and Grumpier Old Men.

Her biography, My Story, went into the New York Times' best-seller list immediately on publication, and was in great demand for its revelations about her long relationship with Elvis and the details of her successful career.

(Photos available free of charge  
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