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FRANCE

*Le Rendez-Vous*

PRESS KIT

UEFA EURO 2016 mascot

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## Introducing the official mascot

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## Introducing the official mascot

### The idea behind the mascot

The mascot is a little football genius who, through his football skills, his empathy and his good nature, seeks to bring all supporters together.

#### His characteristics

The mascot wears a shirt inspired by a sailor's jersey, which features the three colours of the French flag, as well as the number 16 (representing the year of the tournament). He also has a superhero's cape and magic boots, which allow him to fly, play football and bring a little magic to the event. The mascot provides a festive dimension, particularly for young supporters. He embodies and communicates the values of the event: pride, sharing and respect.

### The birth of the mascot

He is a curious and adventurous little boy who plays football. He's not the most skilful player, but one who never gives up. One day, while playing football, he kicks the ball off the pitch. When he goes to look for it, he discovers a mysterious chest. It contains three items, which give him magic powers: a cape that allows him to fly, boots that make him an unbeatable footballer, and a ball.

### Supporters can indicate their preference for the mascot's name

The general public is requested to indicate their preferred name for the mascot from the following choices - Driblou, Goalix or Super Victor - by subscribing as from today on UEFA's website (<http://en.mascot.uefa.com/>).

A draw will designate one of the subscribers resident in France, who will have the opportunity to meet the mascot in person at his football club.

The name of the mascot will be announced on 30 November during the TV programme Téléfoot on TF1.

### When will we next see the mascot?

The mascot will be appearing at various key events in the build-up to the tournament. He will, of course, also be present at all tournament matches in France – from the opening match on 10 June 2016 to the final on 10 July 2016.

All information on the mascot and his activities can be found on UEFA's official website (<http://en.mascot.uefa.com/>).





## Postcards of host cities

Images of the UEFA EURO 2016 mascot visiting famous landmarks in the ten host cities can be found on UEFA's website.





## Mascots of the past

Mascots are now an essential part of major football tournaments the world over. While the first tournament mascot was a lion named Willie at the 1966 FIFA World Cup in England, the UEFA European Football Championship had to wait until 1980 for its first mascot. Various others have followed at subsequent tournaments.

### EURO '80, Italy: Pinocchio



We, like any child worth their salt, are acutely aware of the perils of telling fibs; lie and your nose grows like a carrot, tell the truth and you shed your life as a wooden toy in favour of a normal childhood. Considered the most widely translated book behind only the Bible and the Koran at the time of the tournament, Pinocchio was the perfect platform for a frankly terrifying paper hat-clad mascot: the EURO had its first mascot.

### EURO '84, France: Peno

A mascot ready for action, he was smartly clothed in the kit of host nation France – boots, ball and all. Unfortunately for Peno – named, unsurprisingly, after the French slang for penalty – his cockerel comb and tail did him few favours. Unlike his copycat predecessor, Peno was at least a trendsetter, though.



### EURO '88, West Germany: Berni



If not many were expecting a rabbit, fewer still could have foreseen a rabbit named Berni. There was method in the madness. "A likeable and enthusiastic football fan" according to the German Football Association, he was aptly named after the city of Berne: the then residence of UEFA headquarters and where Germany won the 1954 FIFA World Cup final. Primed with not one, but two sweatbands on his wrists, as well as one on his head, Berni looks to be having a ball ... with a ball. Sadly for us all, a 2006 campaign to revive Berni for the FIFA World Cup fell on deaf ears.

### EURO '92, Sweden: Rabbit

Fourth to unveil a talisman for European football's most prestigious tournament, the pressure was on Sweden to provide something imaginative, something joyful, something original. They had the chance to pull a rabbit out of the hat and did just that: a rabbit; called Rabbit; with a Sweden shirt on.



### EURO '96, England: Goaliath



Goaliath brought an end to the seemingly inordinate run of rabbits. Thirty years since World Cup Willie started it all in his dashing Union Jack waistcoat, he had a tough act to follow. With three lions on their shirt, England could scarcely have chosen anything else and, combined with an elegant white and navy number, Goaliath was the gentle giant for which we all yearned.

#### UEFA EURO 2000, Netherlands-Belgium: Benelucky

With 5,000 contenders to choose from, the competition's first co-hosts had no excuse and duly delivered. Named partly in honour of the Belgium/Netherlands/Luxembourg union, Benelucky was also a combination of the Latin "bene" and the English "luck", thus offering positive vibes to all participating nations. The cahoots did not stop there, though. Part devil after the Belgium team's "Red Devils" moniker, and part lion in reference to the Dutch side's national symbol, Benelucky was a triumph whichever way you looked at it.



#### UEFA EURO 2004, Portugal: Kinas



How close Portugal came to becoming the first host nation since France to reap the maximum rewards of a mascot's strict purpose: to bring good luck. Defeat by Greece in the final left them just short, despite the best efforts of what was, ostensibly, just a small boy dressed in his team's kit, whose name was derived from a symbol on Portugal's coat of arms. Kinas, though, was a boy with special powers best displayed with some tremendous halfway line antics.

#### UEFA EURO 2008, Austria-Switzerland: Trix and Flix

Twice the presence and twice the fun. Trix and Flix, the mysterious twins from the Alps, dazzled and confused in equal measure. Each representing one of the home nations, the mischievous duo were even granted an official soundtrack. Their backing music, Shaggy's "Feel the Rush", provoked boogying aplenty and set the tone for a pair of party-goers so off-script that their animated image, unlike any of their predecessors, did not even need a football.



#### UEFA EURO 2012, Poland-Ukraine: Slavek and Slavko



It is always important to get approval from local dignitaries and the then Polish Football Federation president Grzegorz Lato immediately warmed to Slavek and Slavko. "I especially like their hair – 40 years ago I had hair like that," he said. What hair it was, brushing the ceiling and dyed in the hosts' national colours in case the team shirts proved inconclusive. The twins could play a bit too.

#### Merchandise linked to the UEFA EURO 2016 mascot

Most of the Official licensed products will start to appear in shops by September 2015 with the objective of having the full range of products in retail 3 months prior to the tournament.

In November/December 2015, the UEFA EURO 2016 official online shop will be launched. On this occasion, it will be the possibility to discover items referring to the mascot, i.e. clothes, toys, key rings, porcelains, bags etc.

UEFA wants to offer to UEFA EURO 2016 spectator, youngsters, tourists, football and nation fans the best range of products ever created for such an event.

## Links to download a video and images of the mascot

Media download section of UEFA.org: <http://uefa.to/1B0m42x>

FTP platform: <http://ftp.uefa.com>

Username: MediaAndComs

Password: UEfa2014

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