



Union des associations européennes de football



Media Information

Date: 13/11/2009

Event design for UEFA Champions League Final in Madrid to be unveiled

Ambassador for the final Emilio Butragueño will attend the ceremony

UEFA will unveil the new visual identity created for the 2010 UEFA Champions League Final, on the occasion of a special ceremony on 20 November 2009 in the Spanish capital.

The ceremony, which will take place at the headquarters of the Spanish FA (Ciudad del Fútbol Español) in Las Rozas, Madrid, is scheduled to be held at the Salón Luis Aragonés, starting at 12:30 CET.

The design will be unveiled in presence of the Ambassador for the final, former Spanish striker legend Emilio Butragueño, the President of the Spanish FA and Vice-Chairman of UEFA Executive Committee Ángel María Villar Llona and the UEFA Director of Competitions Giorgio Marchetti.

The final of the UEFA Champions League 2010 in Madrid has been given a personality of its own with a complete design concept developed specially for the event. The design and logo will provide the 2010 final with a unique identity applied across a wide range of promotional applications, from tickets to web banners. The objective is to help promote the final and enhance the prestige of one of the world's biggest sporting events.

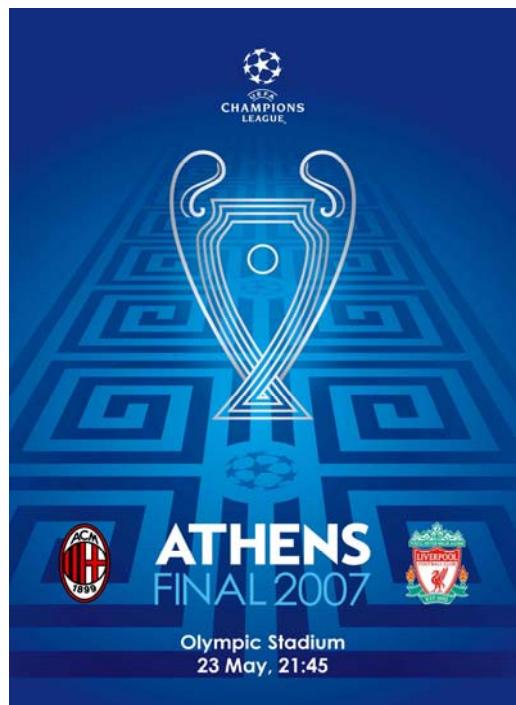
The initial idea that inspired the creation of a new identity for each final was to develop a specific design with a distinctive flavour of the host city. The event designs used for the last four UEFA Champions League finals are enclosed. They can also be obtained in higher resolution versions by emailing media@uefa.ch.

Media representatives wishing to attend the event should contact the Spanish FA by emailing prensa@rfef.es for accreditation.

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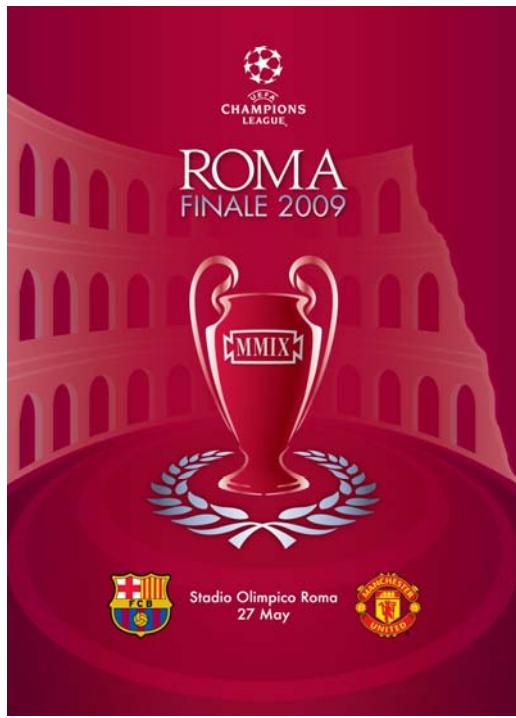
FC Barcelona – Arsenal FC 2-1



AC Milan – Liverpool FC 2-1



Manchester United FC – Chelsea FC
1-1 (6-5 pen.)



FC Barcelona – Manchester United FC
2-0