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UEFA EURO 2008™: “EURO Experience Tour” kicks off

Nyon – On 28 January, at 13.00 hours, the “EURO Experience Tour” gets under way at the Rosentalanlage in Basel. Until the start of UEFA EURO 2008™ on 7 June, the European Championship trophy and a multimedia cinema will be making 13 stops in the two host countries, Austria and Switzerland, including in all eight host cities. The event is part of an extensive promotional programme and is intended to get the fans into the right mood for the forthcoming main event.

UEFA President, Michel Platini, comments “The EURO Experience Tour gives football fans of all ages the opportunity to be part of this exciting European Football Championship. The Tour will be groundbreaking in its size, technology and its ability to bring a wonderful football experience to thousands of football fans.”

For this purpose, the biggest inflatable tour tent in the world will be erected in the city centres (height: 14m; width: 40m; length: 60m, weight: 10t). One of the two domes contains an interactive action zone and the other a multimedia cinema. Entry is free for the fans to see a 25-minute film showing the spectacular action from the last 12 UEFA European Football Championships, the original Henri Delaunay trophy and an interactive multimedia area. The “EURO Experience Tour” should appeal to fans of all ages and will be open to the public from 09.00 to 18.00 every day.

The day before the tour opens in each of the cities concerned, the official UEFA EURO 2008™ hot-air balloon (height: 34.5m, volume: 3,440m³) will ascend to signal the countdown.

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Part of the UEFA EURO 2008™ Experience



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Facts and figures about the "EURO Experience Tour"

Tour calendar (13 stops)

January/February

Basel	28.01.2008 – 03.02.2008
Geneva	07.02.2008 – 10.02.2008
Zurich	21.02.2008 – 24.02.2008
Bern	28.02.2008 – 02.03.2008

March

Lausanne	06.03.2008 – 09.03.2008
Innsbruck	20.03.2008 – 23.03.2008
Linz	27.03.2008 – 30.03.2008

April

Klagenfurt	03.04.2008 – 06.04.2008
Salzburg	10.04.2008 – 16.04.2008
Graz	24.04.2008 – 27.04.2008

May

Lugano	01.05.2008 – 04.05.2008
Lucerne	08.05.2008 – 11.05.2008

June

Vienna	05.06.2008 – 29.06.2008
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Programme

Generally, the tour is open to the public from 09.00 to 18.00. Depending on the time of day, however, different groups of visitors will be catered for in particular.

Morning:	Schools, associations and clubs, other public institutions
Afternoon:	General public
Evening:	The tour can be used by UEFA EURO 2008™ partners, the host cities and media organisations for private events.

Tent structure

- Biggest inflatable tour tent in the world (14m high, 40 x 60m)
- 10,000m² of canvas will be used
- 2,000 panels, each unique
- Each dome weighs 5 tonnes

Transport and logistics

- 3 articulated lorries for transport
- About 10 tonnes transported
- Staff/number of people: 20

Hot-air balloon

- Height: 34.5m
- Volume: 3,440m³
- Diameter: 16.5m
- Weight: 240 kg
- Flight time: 2 hours
- Capacity: max. 3 people

European Championship trophy

- Named after the former UEFA general secretary Henri Delaunay
- Brand-new trophy for UEFA EURO 2008™
- Weight: 8kg
- Height: 60cm
- Material: Sterling silver
- Names of the European champions engraved on the back
- Value: about CHF 25,000/EUR 15,400