



28 February 2008

UEFA EURO 2008™: 100 days to go

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- **Biographies**
 - Baschi
 - Stéphane Chapuisat
 - Shaggy

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Expect emotions

Date: 28.02.2008

Media release – 65

UEFA EURO 2008™: Opening and closing ceremonies, fan entertainment in the stadiums

Nyon – In addition to the sporting action, spectators in the stadiums at UEFA EURO 2008™ can expect additional entertainment throughout the tournament. With an opening ceremony before the first match, a closing ceremony before the final and an extensive programme in between, the organisers aim to turn the tournament into a real football festival. The concepts are agreed and the contracts awarded.

The opening ceremony will take place on 7 June, just before the Swiss and Czech national teams line up on the pitch. The 13-minute show will put the hosts in the spotlight. Around 1,000 performers are to draw on characteristic features of the two host countries and give them a creative, modern twist. There will be no shortage of yodelors and alphorns as Austria and Switzerland open their arms to the world of football.

The closing ceremony will be held just before the final kicks off and will last about ten minutes. In contrast to the opening ceremony, the focus will be on football and the 16 participating nations. The official tournament song will be played live and 400 performers will get the fans involved as they look back on the tournament highs and lows. Both the opening and closing ceremonies were put together by French event agency \Auditoire, whose artistic director, Martin Arnaud, staged the opening ceremony for the 1998 FIFA World Cup as well as the opening and closing of the Paralympics in 2004.

On the initiative of UEFA President, Michel Platini, and for the first time since 1996, the trophy will be presented to the newly crowned European champions not on the pitch, but in the VIP Tribune and the presentation will be enhanced by unique special effects. Uniplan Switzerland from Basel is the company responsible for the trophy-presentation concept.

The spectators' warm-up programme is not limited to the first and last matches: there will be an entertainment programme for all 31 Euro matches to get spectators in the stadiums in the right mood. The entertainment programme will make the countdown to each kick-off a special experience for the spectators. As soon as the stadium doors open, a DJ together with 3 speakers around the pitch will cheer up the fans for the three hours until the match. The fans, their love of football and their emotions are the themes at the heart of the programme. The pre-match highlight will be a 40-strong group of gymnasts, whose acrobatics show will accompany the teams' entrance onto the pitch and culminate in a depiction of the tournament logo.

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Part of the UEFA EURO 2008™ Experience



Expect emotions

Date: 28.02.2008

Media Release – 66

Official UEFA EURO 2008™ website for and by the fans

Nyon – With UEFA EURO 2008™ set to be the biggest football event of the year, euro2008.com aims to raise standards to meet the expectations of the millions of fans that will choose the internet as a means to follow the tournament.

The website, produced fully in-house by UEFA through its subsidiary UEFA Media Technologies, will feature ten languages as the focal point of an exhaustive content package covering all aspects of the tournament. “Our initial focus will be the coverage of the 31 matches themselves,” said David Farrelly, Head of Web and Content at UEFA Media Technologies. “But we also aim to bring the best of all worlds with live video streamed worldwide, live audio, live text and photo match coverage, up-to-the-minute news, games, exclusive interviews, blogs and eyewitness reports from across Austria and Switzerland. In addition, there will be a near-live mobile service for fans on the move and a complete video-on-demand service for fans who miss the games or who want to relive all the key moments.”

Officially launching in March, euro2008.com will immediately become the natural focus for fans seeking official tournament news, squad announcements, injury updates and that all-important venue and travel information – such as detailed information on all eight host cities, vodcast guides, journey planners and detailed mapping solutions. The site will also reflect the competition’s glorious past via match reports on all 173 final tournament matches since 1960, together with video match highlights packages and interviews with all the stars and personalities from the competition’s rich history.

Produced by the team behind uefa.com, the official UEFA website will offer the most comprehensive coverage of UEFA’s blue-riband national team competition. With 130 journalists/correspondents, editors, producers, camera crews, translators and interpreters on site, euro2008.com will also reflect the wealth of possibilities provided by the internet in terms of content delivery and the integration of interactive community/personalised features. It will appeal to both the fans on site – and to a committed online audience worldwide.

“We are continuously looking at all innovations in our medium,” added Farrelly. “Our focus is on fan experience, and in the case of UEFA EURO 2008™, this means being innovative within the boundaries of a high traffic website. On this occasion, we have looked at a range of features to give more voice to the fans, not only in raising their contribution to the event, but also to make the site theirs, to increase their feeling of ownership of the event. In this way, we will be inviting not only more interaction and participation, but also a range of possibilities for fans to customise the site according to their team, their location or their core interests. Don’t only expect emotions off line, but a range of surprises and innovations online.”

UEFA Media Technologies CEO Alexandre Fourtoy insisted that this ‘behind the scenes’ approach be the driving force behind such an operation. “For the first time, all content will be distributed from one centralised source, and this will feed into the overall euro2008.com



Part of the UEFA EURO 2008™ Experience

offering," he said. "The website will be fully representative of the converged world in which we live today because it will deeply interlink the video, audio, text and photo content the user can experience. But more importantly, it is also the result of a converged approach towards production, as our software solutions feed our host broadcast operations and the web, the host broadcast operations will be a source of content for the web, and the web a source of content for the television production."

Being fed from all sources - including the fans themselves - euro2008.com will be available across multiple platforms and with such an extensive content inventory, it will be the place to visit before, during and after the tournament takes place.

THE SITE IN NUMBERS

4 locations - euro2008.com will operate from four offices in four countries during UEFA EURO 2008™ - from the International Broadcast Centre in Vienna, from Basel where the core editorial team will be located, together with live video commentary and logging services in London and a location in Munich organising mobile products specifically during the tournament. Satellite bureaus delivering multilingual services will also operate from Cologne, Paris, Milan, Madrid, Lisbon, Riga and Hong Kong during the event.

10 languages - English, Portuguese, French, German, Spanish, Italian, Russian, Japanese, Chinese and Korean - an increase of two languages from UEFA EURO 2004™.

37 correspondents and ENG crews - as part of host broadcast operations, 21 correspondents and 16 ENG crews will be located in close proximity to the 16 competing teams, providing live reports and video interviews direct from the stadiums and training camps.

31 matches - each match in the tournament will feature live video streaming for the first time, as well as near-live mobile clips, edited video-on-demand highlights packages and extensive live coverage direct from the stadium in multilingual format.

30,000 pages - the number of individual pages that will make up the site, not counting statistic and date pages too numerous to count!

10,000,000 visitors - the number of unique users expected per month for euro2008.com.

100,000,000 visits - the number of visits expected to visit euro2008.com during the final round - a four-fold increase on euro2004.com.

1,200,000,000 Page views - the number of page views expected for euro2008.com.

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28 February 2008

Information on current topics

The official UEFA EURO 2008™ music

For the first time ever, the European Championship has an official melody, which will serve as a sort of **sonic brand** running through all the official UEFA EURO 2008™ songs. The melody was composed by Rollo Armstrong of Faithless on behalf of UEFA.

The **official Swiss UEFA EURO 2008™ song** is a revamped version of "*Bring en hei*" by Basel-born singer Baschi. It was performed for the first time on 24 February, on the Swiss TV programme "*EURO 2008 – Das grosse Städteduell*" (a televised competition to find the "best host city"). The original version of "*Bring en hei*" has clocked up 66 weeks in the charts so far, and held the number one spot for three weeks in summer 2006. Having gained a particularly high profile in Switzerland during the 2006 FIFA World Cup, the song has generated over 50,000 physical and digital sales to date. The new version is a remix of Baschi's original and the melody composed by Rollo Armstrong. The new version of "*Bring en hei*" was produced in conjunction with SRG SSR idée suisse (Swiss broadcasting corporation) and contains a French chorus.

The **international UEFA EURO 2008™ song** will be unveiled in the coming weeks. Just like UEFA EURO 2004™'s "*Força*" by Nelly Furtado, the official song for this year's European Championship will be sung by an artist of international renown, who will perform live in the stadium during the closing ceremony.

There will be no official UEFA EURO 2008™ song in Austria, but the Austrian Football Association will be presenting its own tournament song, as will its Swiss counterpart.

The **official mascot song**, "*Like a Superstar*", sung by none other than Shaggy, is the soundtrack to a video clip in which the twin mascots, Trix and Flix, can be seen playing football and dancing. Jamaican reggae ambassador Shaggy has been a big name in the international music business for over a decade now. Among other accolades, he has had two multi-platinum albums and a Grammy and has released various platinum and diamond-selling hits. The mascot single, "*Like a Superstar*", has been on sale since 1 February and it will not be the last soundtrack to which Trix and Flix dance – the EURO mascots also accompany Shaggy in his next single, "*Feel the Rush*", which is scheduled for release at the end of April.

Ticketing

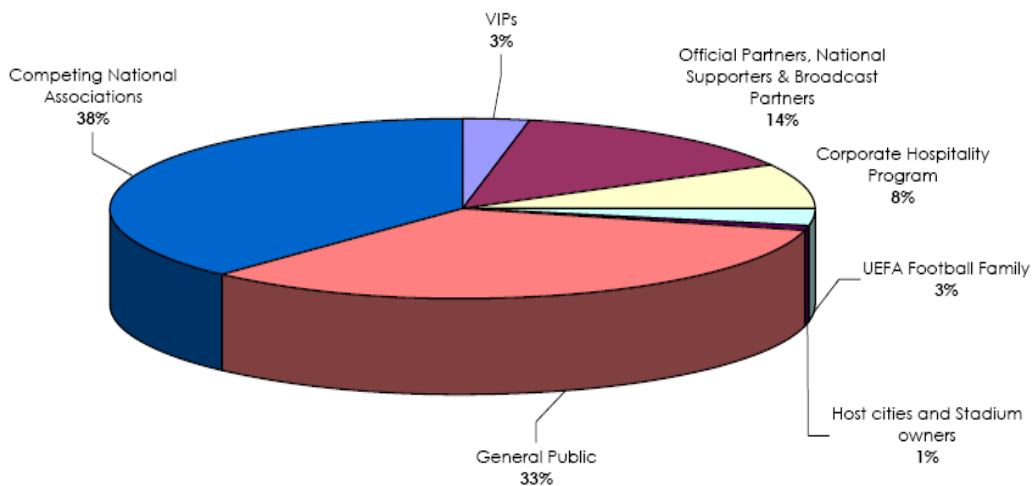
Three-quarters of all EURO tickets are destined for the fans: each of the 16 participating associations receives, on average, 19% of the stadium quota for each of their matches. Since January, they have had these tickets on sale via their own sales channels (information and sales through the association itself). What's more, the EURO sponsors and partners are holding various competitions in which tickets can be won. A third of all available tickets (1.05 million in all) went on sale on www.euro2008.com in March. Since demand, as expected, far exceeded supply – over 8.7 million valid ticket requests were received – a prize draw was held in April. Those who were unlucky in the draw were placed on a waiting list using a random number generator. If any irregularities were identified during the payment stage in the summer, Euro 2008 SA cancelled the



ticket allocations of those implicated. About 20,000 tickets were thus reallocated, working down the waiting list.

Ticket offers from any sources other than those listed above are neither official nor reputable. Most try to charge exorbitant prices for tickets that do not even exist. Buyers therefore run the risk of paying large sums of money for nothing and even if they do manage to get their hands on a ticket, there is a high risk of it being blocked by the organisers. Sellers could face a contractual fine of up to EUR 5,000 in accordance with the ticketing terms and conditions.

Ticket Allocation - Net Tournament Capacity 1'050'000



Corporate hospitality

80,000 corporate hospitality packages have been on sale since April last year. The latest figures have exceeded all expectations: about 96% of the packages have already been sold, bringing in around EUR 115 million, a new EURO record for UEFA.

For the group matches in Geneva, Zurich, Klagenfurt and Innsbruck, there are very few corporate hospitality tickets remaining. The situation in Vienna is somewhat better however, not least because of the greater stadium capacity. There are still a few packages available for both quarter-finals, the semi-final and final at the Ernst Happel stadium. There is also a limited number of packages available for the semi-final in Basel.

Prices range from EUR 1,250 (single group-stage match) to EUR 14,000 (two quarter-finals, semi-final and final). IMG is the exclusive sales agent.

Corporate hospitality packages include the following:

- Category one seating
- Gourmet catering
- Special entertainment programme
- Access to the hospitality area

As in Portugal in 2004, DO & CO is responsible for the production of the programme. This will entail, for example, erecting more than 65,000m² of temporary infrastructure (tents, marquees, pavilions, etc.), having more than 2,000 people on hand for three weeks.



Stadiums

On 12 May the eight stadiums will be handed over to Euro 2008 SA. From that point on, no other matches or events can take place in them. In practice, this means that special preparatory work can be carried out, such as putting up flags and other dressings as well as signage, and equipping the media areas. Many UEFA and Euro 2008 SA staff will also move from the UEFA or Euro 2008 SA headquarters to the stadiums and set up office there.

Vienna: In January, the stands were extended by installing temporary rows of seats in front of the first row, adding around 2,500 seats, 100 of which are raised for disabled people. In April work will start on erecting a two-storey, 3,000m² media building between the stadium, the underground line and Meiereistraße. A bridge takes the journalists from the temporary media building direct to the stadium's existing media centre and to the media sector in the stands (Sector B). In addition, a walkable cable route will be installed that goes directly from the TV compound on the Pierre de Coubertin Platz into the stadium's media centre. For UEFA EURO 2008™ a second video wall will be provided in the so-called 'Austrian bend' (Sector C/D). On 10 May, the "Stadion" underground station opens. No new turf will be laid in the Ernst Happel stadium for UEFA EURO 2008™.

Klagenfurt: Work at the academy and ball-sports centre is advancing according to schedule. At the moment, different car-park and traffic models are being worked on to regulate traffic at the stadium. A decision will be taken in March as to whether new turf needs to be laid at the Wörthersee stadium. Meanwhile, the view onto the field from the stand opposite the main grandstand is being improved. The VIP sector is also being improved (fewer balustrades, more comfort). The team dressing rooms are also having a bit of work done on them (reduction of the physio area to make more room for the dressing room part). Other conversion work to be completed by the spring concerns the media centre, the corporate hospitality area, the volunteers' centre and the parking places under the Südring road.

Salzburg: After 20 April, the artificial turf will be replaced by natural turf. The area to the south will now also be available during the tournament. Apart from temporary buildings, the site will also serve as the shuttle-bus stop, as well as the location of the commercial display and the accreditation office. Some offices may later be installed in the new building on the south side of the stadium. The mixed zone will be set up in the underground car park. At the moment, the media sector is being fitted out. It should be finished before the spring. Balustrades and fences on the lower and upper tiers have been modified to improve the view of the field. A temporary building for media installations and offices will be erected by the spring.

Innsbruck: The Tivoli NEU stadium will also be fitted with new turf for UEFA EURO 2008™. The balustrades on the lower tier/VIP sector have been modified to improve the view of the field. A temporary media building will be erected by the spring. Parking places will be set up at the athletics ground to the west of the stadium. Fields to the west of the stadium will be used for VIP/sponsor parking. Additional staircases will be installed to facilitate access for VIPs.

Zurich: In May, the infrastructure for corporate and sponsor hospitality will be set up at the training ground near the stadium. The media sector will also be adapted to meet the requirements of UEFA EURO 2008™. A decision will be taken in March as to whether new turf will have to be laid.

Basel: Work on the adjacent building will continue until the spring. The new access platform for spectators will be ready in February. In May, the corporate and sponsor hospitality infrastructure will be erected. The media centre will be set up in the St. Jakobshalle event centre. A decision will be taken in March as to whether the turf needs to be replaced.



Berne: At the end of February, the artificial turf in the Stade de Suisse was replaced by natural turf. The main construction work taking place before the tournament concerns the infrastructure for corporate and sponsor hospitality and the cable bridge from the stadium to the TV compound.

Geneva: The erection of a temporary media building is already well advanced. A second video wall will be installed in the stadium in the spring. The turf in the Stade de Genève will not be replaced. The broadcast compound will be located at the freight station, where the necessary work will take place in April.

Volunteers

Since the end of July last year, 5,000 volunteers have been recruited for UEFA EURO 2008™. More than 17,000 applications from over 150 countries have been received. Anyone who is still interested has until tomorrow, 29 February, to apply at www.euro2008.com. Then the application period will be closed.

About 8,000 candidates have been interviewed since September in the eight host cities. In half-hour interviews their personalities and qualifications were assessed. Aside from basic conditions, such as age and linguistic ability, the most important criteria when selecting volunteers for the third-largest sports event in the world included motivation, flexibility and enthusiasm. The candidates will all find out by mid-April whether they will be part of the team at UEFA EURO 2008™.

Also in April, the two-part training for tournament volunteers gets under way. First the prospective volunteers will be informed about general topics relating to UEFA EURO 2008™, and then they will each be prepared specifically for their area of activity. Volunteers will work in a total of 14 different sectors. Drivers, logistics volunteers, media assistants and welcome service volunteers are just four examples of the 60 different positions that must be filled.

Starting on 19 April, each of the eight host cities will organise a kick-off event which, for the volunteers, will be the curtain raiser to UEFA EURO 2008™. These parties, featuring entertainment and special guests, will be the volunteers' first opportunity to get to know their team and get each other in the mood for the forthcoming tournament. In addition to the unique experience and exclusive uniform, the volunteers will receive a certificate as a record of their unforgettable time at UEFA EURO 2008™.

More information about volunteering can be found on the internet at www.euro2008.com.



Forthcoming events

The countdown has begun. 7 June 2008, the day of the opening match of UEFA EURO 2008™, is getting closer. The programme between now and then includes the following highlights:

- January – June EURO Experience Tour with 13 stops in Austria and Switzerland
- 29 February Volunteers: application period closes
- 12–14 March Final-round participants' workshop in Vienna
- 19 & 26 April Volunteers: kick-off events in Vienna/Zurich; Salzburg/Basel
- 14–17 April Referees' workshop in Regensdorf, Zurich
- 03 & 17 May Volunteers: kick-off events in Klagenfurt/Geneva; Innsbruck/Berne
- 12 May Stadium handovers
- April/May Volunteer training at the venues
- 01 June Opening of the press centres in Vienna and Basel
- 07 June UEFA EURO 2008™ opening match in Basel
- 29 June Final at 20.45 in Vienna



Media accreditation

Timeline

- Until 31 January Registration and applications
- Since 15 February Notification of acceptance/rejection
- 15 February – 12 April Requests for match tickets and parking authorisation
- By 26 April Notification of acceptance/rejection

Match tickets for quarter-finals onwards

Match	Registration period	Confirmation from	Start of dispatch
QF 1 – Match 25 19.06.08	End of M19 & M20 on 16.06.08 Until 17.06.08 – 12.00	17.06.08 – 19.00	18.06.08
QF 2 – Match 26 20.06.08	End of M19 & M20 on 16.06.08 Until 17.06.08 – 12.00	17.06.08 – 19.00	19.06.08
QF 3 – Match 27 21.06.08	End of M23 & M24 on 18.06.08 Until 19.06.08 – 12.00	19.06.08 – 19.00	20.06.08
QF 4 – Match 28 22.06.08	End of M23 & M24 on 18.06.08 Until 19.06.08 – 12.00	19.06.08 – 19.00	21.06.08
SF 1 – Match 29 25.06.08	End of M25 on 19.06.08 Until 21.06.08 – 12.00	21.06.08 – 19.00	24.06.08
SF 2 – Match 30 26.06.08	End of M27 on 21.06.08 Until 23.06.08 – 12.00	23.06.08 – 19.00	25.06.08
Final – Match 31 29.06.08	End of M29 on 25.06.08 Until 27.06.08 – 12.00	27.06.08 – 19.00	28.06.08

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Email: media-hotels@aa-euro2008.com

Internet: www.aa-euro2008.com/home



Date: 28.02.2008

EURO trophy on tour in Switzerland and Austria

Bern – On 28 January, the EURO Experience Tour got under way at the Rosentalanlage in Basel. Since then, 30 000 football fans have visited the exhibition. By the time UEFA EURO 2008™ kicks off on 7 June, the tour will have visited 13 places altogether in the host countries of Switzerland and Austria, including all eight tournament venues. One day before the tour opens its doors at each of its stops, the official UEFA EURO 2008™ hot-air balloon (height: 34.5m, volume: 3,440m³) takes to the skies to signal the countdown. The tour is part of an extensive promotional programme intended to get the fans in the right mood for the forthcoming main event.

Souvenir photo with the trophy

Before the 2008 European football champions get to hold the trophy aloft on 29 June in Vienna, visitors to the EURO Experience Tour can have their photo taken with it. The new version of the Henri Delaunay trophy, which is named after a former UEFA general secretary, is made from sterling silver, weighs 8kg and is 60cm high, making it one of the most impressive of its kind.

10,000m² of football activities

The two domes of the biggest inflatable tour tent in the world house a giant-screen cinema with 140 seats, as well as an interactive multimedia area. To give visitors to the EURO Experience Tour the chance to experience the European Football Championship for real and not only virtually, at each stop, those who take part in the EURO quiz and get all the answers right go into a lucky dip for two pairs of tickets for one of the group matches. The EURO mascots, Trix and Flix, also provide fun and games by putting in regular appearances at the exhibition.

European Football Championship in pictures

True to the UEFA EURO 2008™ slogan "Expect emotions", the 25-minute film shown on the five screens of the giant-screen cinema looks back at the 12 previous European Championships. In chronological order, emotional pictures show the great goals from the finals from 1960 to 2004. Impressive sequences are also devoted to footballing legends such as Lew Jaschin, Franz Beckenbauer, Michel Platini, Marco van Basten, Jürgen Klinsmann and Zinedine Zidane. The film ends with fan impressions and a presentation of the eight UEFA EURO 2008™ venues. Entry to the cinema and all other parts of the exhibition is free.



EURO EXPERIENCE TOUR



Facts and Figures about the EURO Experience Tour

<p>Tent structure</p> <ul style="list-style-type: none"> • Biggest inflatable tour tent in the world (14m high, 40 x 60m) • 10 000m² of canvas • 2,000 panels, each unique • Each dome weighs 5 tons 	<p>Transport and logistics</p> <ul style="list-style-type: none"> • 3 articulated lorries for transport • About 10 tons transported • 20 staff/people involved 																																												
<p>Hot-air balloon</p> <ul style="list-style-type: none"> • Height: 34.5m • Volume: 3,440m³ • Diameter: 16.5m • Weight: 285kg • Flight time: 2 hours • Capacity: max. 3 people 	<p>European Championship trophy</p> <ul style="list-style-type: none"> • Named after 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 																																												
<p>EURO Experience Tour stops</p> <table border="0"> <tr> <td colspan="2">January/February</td> <td colspan="2">April</td> </tr> <tr> <td>Basel</td> <td>29.01.2008 – 03.02.2008</td> <td>Klagenfurt</td> <td>03.04.2008 – 06.04.2008</td> </tr> <tr> <td>Geneva</td> <td>07.02.2008 – 10.02.2008</td> <td>Salzburg</td> <td>10.04.2008 – 16.04.2008</td> </tr> <tr> <td>Zurich</td> <td>21.02.2008 – 24.02.2008</td> <td>Graz</td> <td>24.04.2008 – 27.04.2008</td> </tr> <tr> <td>Berne</td> <td>28.02.2008 – 02.03.2008</td> <td></td> <td></td> </tr> <tr> <td colspan="2">March</td> <td colspan="2">May</td> </tr> <tr> <td>Lausanne</td> <td>06.03.2008 – 09.03.2008</td> <td>Lugano</td> <td>01.05.2008 – 04.05.2008</td> </tr> <tr> <td>Innsbruck</td> <td>20.03.2008 – 23.03.2008</td> <td>Lucerne</td> <td>08.05.2008 – 11.05.2008</td> </tr> <tr> <td>Linz</td> <td>27.03.2008 – 30.03.2008</td> <td></td> <td></td> </tr> <tr> <td colspan="2"></td> <td colspan="2">June</td> </tr> <tr> <td colspan="2"></td> <td>Vienna</td> <td>05.06.2008 – 29.06.2008</td> </tr> </table>		January/February		April		Basel	29.01.2008 – 03.02.2008	Klagenfurt	03.04.2008 – 06.04.2008	Geneva	07.02.2008 – 10.02.2008	Salzburg	10.04.2008 – 16.04.2008	Zurich	21.02.2008 – 24.02.2008	Graz	24.04.2008 – 27.04.2008	Berne	28.02.2008 – 02.03.2008			March		May		Lausanne	06.03.2008 – 09.03.2008	Lugano	01.05.2008 – 04.05.2008	Innsbruck	20.03.2008 – 23.03.2008	Lucerne	08.05.2008 – 11.05.2008	Linz	27.03.2008 – 30.03.2008					June				Vienna	05.06.2008 – 29.06.2008
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EUROSCHOOLS 2008. Football unites.

International communication, tolerance and Fair Play are central for the official project of the UEFA EURO 2008™. Numerous schools in Switzerland, Austria and in Liechtenstein are actively preparing for this spectacular occasion and for the task of being hosts: Their pupils have been taking on the roles of ambassadors of the 53 countries represented in the UEFA and learning about various aspects of intercultural dialogue. In and out of school they explore "their" country by organising project days and their own tournaments according to the "Fair Play Football" method.

Within the time frame of the UEFA EURO 2008™ all EURO Schools will play with their national teams in the EUROSCHOOLS CUPS in seven Austrian and Swiss cities for a place in the final round. 53 schools will be crowned victors and will act as ambassadors for the 53 UEFA nations in the international final tournament held in Innsbruck, where they will compete for the European Championship.

Project goals

- Raising awareness of the cultural diversity of Europe through the project work in school and the active exchange with the 53 UEFA-countries
- Enhancement of Fair Play on and off the pitch. The concept of treating each other in a fair manner is a fundamental element of the game (girls and boys play together in one team without a referee with additional Fair Play points)
- Children, youths, teachers and parents dealing with Fair Play and international communication effectively leaves a legacy that will have an impact far beyond 2008.

Target audience

Schools in Switzerland, Austria and Liechtenstein with pupils aged 12-15

Contact

Coordinating Organisations

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Baschi «Bring en hei» (Swiss Song for UEFA Euro 2008)

He's wild, he's cheeky, and he tells it like it is. Many honest folks in Switzerland blush with embarrassment when Sebastian Bürigin (a.k.a. Baschi) steps up to the microphone. His songs speak the same language as young people in urban Switzerland: outspoken, direct, and crude. *Baschi National*, a docu-soap about the singer that ran on Swiss television in 2007, made it plain for all to see: this straight-talker from the canton of Basel-Land doesn't want to be anyone's idol; he is the way he is. Saying exactly what you think can't be all that bad.

Baschi, his debut album from 2004, went platinum and topped the Swiss album charts; his follow-up album, *Irgendwie Held* (2005), is well on its way to platinum status; and his third and current album, *Fürs Volk* (2007), is his most successful to date. It has already gone platinum and is number 1 in the album charts. His singles have also been an undisputed success: *Gib mer ä Chance* (no. 2), *Bring en hei* (no. 1), and *Wenn das Gott wüsst* (no. 3). Baschi is the first artist to sing in dialect to have three singles reach the top 3 of the Swiss single charts.

Chum bring en hei! (loosely translated as 'Go on, bring it home' or 'Go on, put it away') was chanted across the country by thousands of football fans during the 2006 World Cup. Since releasing his football hymn, Baschi—himself a football fanatic—has become one of the most successful singers to perform in dialect. His no.-1 single *Bring en hei*—which was also used as the theme song for the docu-soap *Der Match* and the coverage of the 2006 World Cup on Swiss television—sold over 50,000 copies and remained in the Top 100 of the Swiss single charts for over a year. *Bring en hei* is in fact the fourth most successful Swiss song in the history of the Swiss single charts.

In 2008, Baschi's ode to football will once again be used as the theme music for another major football event: Swiss television and UEFA have decided to use a remix of the song, *Bring en hei* (Swiss Song for UEFA Euro 2008), as Switzerland's official song for the European championships. Bring en hei, Baschi!

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Short Biography Stéphane Chapuisat

Nationality: Swiss

Date of Birth: 28 June 1969

Career – as a player

Malley	1985-87
FC Lausanne-Sport	1987-91
Bayer 05 Uerdingen	1990-91
BV Borussia Dortmund	1991-99
Grasshopper-Club	1999-02
Young Boys Bern	2002-05
FC Lausanne-Sport	2005-06

Honours

UEFA Champions League winner 1997

European / South American Cup winner 1997

Bundesliga winner 1995, 1996

226 appearances / 106 goals in the Bundesliga

293 appearances / 139 goals in the Swiss Nationalliga A

64 appearances / 22 goals in UEFA club competitions

103 internationals / 21 goals for Switzerland

Player of the year in Switzerland 1992, 1993, 1994, 2001

SHAGGY

After one decade, six albums, two of them multi-platinum, five No 1 hits, and eleven top ten singles worldwide, Grammy-winning Big Yard recording artist Shaggy is still on the grind. Making music that celebrates his culture and being an ambassador for Reggae music has always been the driving force in the heart of Jamaica's only living Diamond-plus selling artist.

In the early 1990s Shaggy entered the scene with his deep throaty remix of the Ska classic Oh Carolina, the first major Reggae record to come out of the dancehall underground. Soon after, the steady dub rhythm of the platinum-selling Boombastic solidified Shaggy as a dancehall hit-maker, winning the 1996 Grammy Award for Best Reggae Album.

When Hotshot dropped in 2000, no one could have predicted that this was going to be the album to set Shaggy totally apart from any artist on the dancehall stage. Hotshot, the best-selling album in 2001, sold over 13 million albums worldwide and topped the charts in the US, UK, Germany and Australia simultaneously. The album was seven times platinum certified in Canada and six times platinum in the US. Hotshot rocketed to the top of the charts with two phenomenal singles, "It Wasn't Me" and "Angel", which featured Big Yard protégés Rik Rok and Rayvon, respectively.

Autumn 2005 found Shaggy releasing Clothes Drop, an album that gave his audience chart-topping dancehall singles like "Wild2Nite" and "Ready Fi Di Ride". Steady contributions to the dancehall are what keep Shaggy current. He is one of very few Reggae artists who always have a fresh new record pulsing through the dancehall market. And autumn 2006 being no exception, he released one to keep the masses guessing, with Reggae Vibes, a well-received tune that finds Shaggy taking on the role of singing. "Vibes" is the first song to ever feature this famed deejay singing, just more proof that with Shaggy's ingenuity anything is possible.

To date, Shaggy has sold over 20 million albums, but he doesn't take that achievement lightly. Knowing that records are meant to be broken, we found Shaggy in the studio in 2007 putting the finishing touches to his eagerly anticipated album Intoxication. Church Heathen, on Big Yard's new Heathen riddim, was the hottest song in heavy rotation on Jamaican radio and in the clubs in 2007, and this single was just a taste of what's to come. On his new album, Shaggy is going full circle, pulling together the original crew for collaborations that include artists such as Akon, Redd Foxx and Screechy Dan, alongside Rik Rok and the ever solid Rayvon. For production, the project boasts the creative excellence of Sting International, Robert Livingston, Tony Kelly and Christopher Birch. His latest single, Bonafide Girl, where Shaggy is featuring Rik Rok and Tony Gold, is just about to enter the charts. While video production for his next single, What's Love, featuring Akon, is almost finished. Working from his strong foundation and always expecting the best, Shaggy is doing his part to make good music, make a difference and prove that the 'World Is Just One Big Yard!!!'

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