



Union des associations européennes de football



Media Release

Date: 10/02/2010

Communiqué aux médias

No. 009

Medien-Mitteilung

UEFA Champions League Trophy Tour 2010 visits the United States of America

Tour takes in major cities of New York, Boston, Chicago and Los Angeles

Football fans based in the United States of America will have the chance, for the first time ever, to see the world-famous UEFA Champions League trophy in real life when it goes on tour this February and March.

The 2010 UEFA Champions League Trophy Tour is presented for the fourth consecutive year by Heineken, a UEFA Champions League partner, and will give football enthusiasts in the United States the chance to see and get up close to the famous 'big eared' trophy. The trophy has now become a true global icon representing the excellence of the UEFA Champions League worldwide since it was first presented to Celtic FC at the 1967 final, after the original trophy was given to Real Madrid CF when they won it for a sixth time in 1966. Since then, for all the world's greatest players playing at club level, the trophy has symbolised the ultimate achievement in European club football.

Previous UEFA Champions League Trophy Tours have taken place in Asia in 2007, in Latin America in 2008, and in Africa in 2009 and proved to be enormously popular with thousands of local football fans turning out to see the unique trophy. This year, as in previous editions, famous former players such as Eusébio, Zico, Steve McManaman, Edgar Davids, Bebeto, Michael Laudrup and Brian Laudrup will act as Trophy Tour Ambassadors in the USA. In addition to the Trophy itself, original memorabilia from previous finals and matches will be on display, as well as the chance to see the Champions Gallery - a unique 30 minute movie spectacle depicting the defining moments in the 54-year history of the competition.

The full schedule of the UEFA Champions League Trophy Tour 2010 presented by Heineken is as follows:

- New York - 13-17 February
- Boston - 20-23 February
- Chicago - 26 February to 3 March
- Los Angeles - 13-16 March

Commenting on the rationale behind the Trophy Tour, David Taylor, CEO of UEFA Events S.A., said: "The UEFA Champions League has a long and distinguished heritage and is the pinnacle of European club football. The Trophy itself represents the ultimate prize of the UEFA Champions League globally. We are happy that by taking the Trophy to the USA with Heineken, American soccer fans will have the chance to spend an unforgettable moment with the Trophy. The Trophy Tour with Heineken is a chance for us to give something back to all the fans in the USA."

Hans Erik Tuijt, Heineken's Brand Activation Manager, commented: "Heineken, as the most international premium beer brand, sponsors the UEFA Champions League for the fifth consecutive year. We want to share this unique and memorable experience with fans all over the world, and what better way than to be able to see and be close to the very esteemed Trophy itself. Heineken is very proud to be the only UEFA Champions League partner that can bring the Trophy outside Europe and into the USA for the first time."

For further information:
UEFA Media Services: +41 848 04 27 27

Route de Genève 46
CH-1260 Nyon 2
Tel. +41 848 04 27 27
Fax +41 22 707 28 38
media@uefa.ch
uefa.com