



Union des associations européennes de football



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UEFA Champions Festival in Rome

Fan-based activities launched prior to UEFA Champions League Final 2009

Legends of European club football lined up for the *Ultimate Champions* match

Following Paris' Trocadero in 2006, Athens' Ancient Olympic Stadium in 2007 and Moscow's Red Square last year, the UEFA Champions Festival opens its doors for the public this year at the foot of the mythical and world renowned Coliseum in Rome and welcomes all Romans, Italians, finalists' fans and city visitors to a 5-day celebration of football which will be staged from **Saturday morning 23 May to Wednesday afternoon 27 May**, a few hours before the big final takes place at the Stadio Olimpico of Rome.

A multi-event entertainment programme throughout the day and into the evening will be staged in two neighbouring sites in the heart of the Eternal City, at the **Arco di Costantino** and the **Parco di Colle Oppio** (above the Coliseum), with the aim of allowing both football and non-football fans to experience the feeling of the UEFA Champions League Final, and the celebration that is UEFA Champions League football, irrespective of whether they are attending the Final itself. The official opening ceremony is scheduled to take place at the Parco di Colle Oppio on Saturday 23 May at 10.00CET with the presence of a special celebrity guest.

Key highlight activities of this 5-day exciting programme of events include;

- ***The Ultimate Champions Match***

This exhibition celebrity match featuring former football stars will take place on Wednesday 27 May at 14.00CET. Football legends that will line up for this match are;

- Le Ultime Europa: Vítor Baía (Portugal), Graeme Le Saux (England), Frank Rijkaard - captain (The Netherlands), Lucas Radebe (South Africa), Leonardo (Brazil), Rui Costa (Portugal), Ian Rush (Wales), Michael Laudrup (Denmark), Sonny Anderson (Brazil), Rabah Madjer (Algeria), Rudi Völler (Germany), Coach: Ruud Gullit (The Netherlands), Assistant Coach: Daniel Passarella (Argentina).

- Le Ultime Italia: Bruno Conti, Roberto Di Matteo, Alessandro Costacurta, Luca Marchegiani, Angelo Peruzzi, Francesco Graziani, Luigi Di Biagio, Bruno Giordano, Massimo Mauro, Giancarlo Antonioni.

Referee: Pierluigi Collina (Italy).

- ***The Trophy Display Booth***

The UEFA Champions League trophy will be on display for visitors with photo opportunities throughout the day.

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- **The Finalists' Hubs**
FC Barcelona and Manchester United FC will each be represented with a dedicated booth, and in the afternoon of Tuesday 26 May there will be appearances from both club ambassadors (Ole Gunnar Solskjær and Bryan Robson for Manchester United FC, Hristo Stoichkov for FC Barcelona).
- **The UEFA Booth**
UEFA will present its wide-range activities and social responsibility programmes offering visitors the opportunity to test their football knowledge with the possibility to win prizes.
- ***The Champions Collection***
An impressive collection of exclusive club and player memorabilia will be on display for all visitors to see.
- ***The Champions Gallery***
The Champions Gallery is a unique emotional and powerful audiovisual display of the most glorious moments of the world's greatest club competition since its humble beginnings in 1955.
- ***The Young Champions tournament***
This *Young Champions* tournament consists of a football competition with boys and girls aged 10 to 16, who have gone through an almost year-long qualification phase to reach the finals in Rome.
- **Sponsor Experience**
UEFA Champions League partners MasterCard, PlayStation, Sony and Vodafone will entertain fans in their booths while showcasing their newest products and involving supporters in different activities and quizzes. Heineken will invite fans to enjoy a beer while overlooking the Coliseum and adidas will operate the Official Fan Shop. The partners will also bring the fans various activities on the pitch and on the stage including concerts and football acts.
- **Radio Tent**
Radio Italia will be live at the UEFA Champions Festival to promote the event and to act as the Master of Ceremony for the 5-day event. They will be entertaining from both the Arco di Costantino and the Parco Colle Oppio site.
- **Various entertainment**
A plethora of events has been put together including; freestyle shows, interactive skill clinics, juggler contests, various football matches, concerts, live music from DJs and many more. You can also play football actively yourself either on the main pitch or mini pitch with your friends!

Annex:

- Champions Festival site plan



CHAMPIONS FESTIVAL



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| 2 UEFA Champions League Trophy | 7 adidas Official Fan Shop | 12 Radio Tent |
| 3 Champions Collection | 8 Festival Stage | 13 Champions Gallery |
| 4 UEFA Booth | 9 Main Football Pitch | 14 Food Concessions |
| 5 FC Barcelona & Manchester United Hubs | 10 Heineken Bar | 15 Public Toilets |

Here at the UEFA Champions Festival, we have an exciting programme of events lined up for the next five days. From Saturday 23 to Wednesday 27 May there will be activities and entertainment throughout the day and into the evening. Key highlights include the UEFA Young Champions Tournament, the 'Ultimate Champions' Match, various freestyle activities, live music and DJ.

For more information, please visit one of our information points or listen out for audio announcements.

