



Union des associations européennes de football



Media Release

Date: 12/06/2007

Communiqué aux médias

No. 081

Medien-Mitteilung

UEFA President Michel Platini honoured with European Communication Award 2007

UEFA, lead by its President Michel Platini, has been presented with the inaugural European Communication Award 2007 at the European Communication Summit in Brussels last night.

Presented by the European Association of Communication Directors (EACD) for the first time, the award is designed to pay tribute to someone who has contributed remarkably to the establishment of Europe.

As the UEFA President was unavailable the award was presented to William Gaillard, UEFA's Director of Communications and Public Affairs and Senior Adviser to the President, at the Concert Noble in the Belgian capital on Monday.

On receiving news of the award UEFA President, Michel Platini, said:

"I am honoured and grateful on behalf of UEFA to accept this first European Communication Award. We will take this as further encouragement towards our long-term commitment of continuing to use football as a common language in breaking down barriers across Europe and for all Europeans."

Florence Ranson, managing vice-president of the EACD, who presented the award, stressed UEFA's "tremendously successful efforts to democratise Europe's number one game". She said: "Football is the epitome of tolerance and integration. UEFA uses the power of the game as Europe's ultimate common language".

UEFA President Platini is also driving an anti-racism campaign, and urging football associations to adopt a zero-tolerance approach to both racism and violence.

The short list for the inaugural award also contained two further personalities who, in different ways, are working to make Europe a more vibrant and closely-linked place. The other nominees were Jean-Claude Juncker, the Prime Minister of Luxembourg, and Cecilia Malmström, Sweden's EU Minister.

The European Communication Summit is a two-day event hosted by the EACD and the professional magazine "Communication Director" and attended by approximately 600 of Europe's leading communication personalities from business, media and politics. The winner of the award, presented for the first time this year, was decided by a vote of the EACD members.

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