

**Media Release**

**Communiqué aux médias**

**Medien-Mitteilung**

Route de Genève 46  
Case postale  
CH-1260 Nyon 2  
Tel. +41 22 994 45 59  
Fax +41 22 994 37 37  
uefa.com  
info@uefa.com

**Union des associations  
européennes de football**



Date: 29/03/2003

No. 049 - 2003

## **UEFA EURO 2004™ Official Mascot launched**

### **UEFA European Football Championship Mascot, 'KINAS', unveiled in Porto**

UEFA and EURO 2004, SA, today launched the Official Mascot for the European Championship Final Tournament in Portugal next year. KINAS was unveiled by Dr. Gilberto Madaíl, President of the Portuguese Football Federation and Chairman of the Board of Euro 2004, S.A, at the Fundação de Serralves in Porto.

Created for UEFA EURO 2004™ in close collaboration with colleagues in Portugal, KINAS is a likeable and enthusiastic personality who lives for football and demonstrates his love of the game's skills and fair play. The name Kinas is derived from a significant Portuguese symbol, the five shields in Portugal's coat of arms.

As the official mascot of UEFA EURO 2004™, KINAS is an important and highly visible event mark which will be used extensively to promote the tournament.

Commenting on the unveiling of KINAS, Dr. Gilberto Madaíl said, "Warner Bros. Consumer Products, with their great experience, have succeeded in developing a mascot which embodies the enthusiasm, skill, challenges and fun which come together to make football what it is. I am sure KINAS will contribute to making UEFA EURO 2004™ a memorable and dynamic tournament."

KINAS will be presented to the public ahead of the friendly match between Portugal and Brazil, which kicks off on Saturday evening at 20:15 local time at Estádio das Antas in Porto.

KINAS can be seen on the new UEFA EURO 2004™ website, [www.euro2004.com](http://www.euro2004.com)