

P r e s s   r e l e a s e

Belgrade, February 5<sup>th</sup> 2014

**Create your UEFA Champions League Virtual Sticker Collection presented by UniCredit together with football fans from all over the world**

As the Official Bank of the most prestigious European football club competition, UniCredit joined this year a series of activities which have the aim to provide a wider social significance to the sponsorship of UEFA Champions League, as well as to convey a unique football spirit on all the fans. In order to bring closer the most popular football sport to the fans and promote sport, team spirit and healthy life, UniCredit, in collaboration with Panini, presented a virtual album with stickers of participants of this prestigious football competition for the season 2013/2014.

Now, all football fans from Serbia can become part of world's football team and along with other fans from all over the world participate in completing their Panini virtual albums. To participate in this virtual game it is required to register via application located on following link: [unicredit.eu/champions/collection](http://unicredit.eu/champions/collection) and the game can begin. Application is free of charge and the album can be accessed via Android and iOS mobile platforms.

Virtual album can be completed with codes which may be obtained by following the activities of UniCredit and Panini on the Internet or on social networks. Codes can be found also on the back of the physical Panini stickers in free sale and every code opens one sticker bag with three digital stickers. Additionally, virtual stickers can be gained through swaps with other participants, by inviting friends to start their own virtual album and by completing the challenges of the game.

More information on Panini virtual album presented by UniCredit, you can find on:

[www.unicredit.eu/champions/collection](http://www.unicredit.eu/champions/collection)

Visit our micro site: [www.unicredit.eu/champions](http://www.unicredit.eu/champions)

Visit our Facebook page: <https://www.facebook.com/UniCreditChampions>