

P r e s s r e l e a s e

Belgrade, 23 October 2014

Almost 15,000 people visited the UEFA Champions League Trophy Tour presented by UniCredit in Serbia

In the period from 14 until 19 October, almost 15,000 football fans visited the UEFA Champions League Trophy Tour presented by UniCredit on its journey through Serbia. Thanks to this spectacular event, football admirers in Novi Sad, Nis and Belgrade had the opportunity to experience the unique atmosphere of this prestigious club football competition and take photos not only with the famous trophy, but also with football legends Dejan Stanković, Michel Salgado and Dejan Savićević.

Serbia was the final stop of this year's UEFA Champions League Trophy Tour presented by UniCredit. On 14 October the 'big eared' trophy visited Novi Sad, while on 15 October it was exhibited on the Trophy Tour balcony bus in Nis. Over the course of these two days, almost 6,000 people had their personal picture taken with the famous Trophy which visited these two cities for the first time ever. On this occasion, football legend and two times winner of this prestigious competition, Dejan Savićević was on-site to present the trophy as Official UniCredit Ambassador for the UEFA Champions League Trophy Tour.

In Belgrade, the trophy was exhibited on the balcony of the UniCredit tent, located in the city centre on Trg Republike from 17 until 19 October. Dejan Stanković, former captain of the Serbian national team and Official UniCredit Ambassador for the UEFA Champions League Trophy Tour and Michel Salgado, Official UEFA Trophy Tour Ambassador opened this spectacular event which at the end welcomes close to 9,000 football fans. In the tent football fans had the opportunity to feel the excitement of the UEFA Champions League and visit the 'UniCredit Walk of Champions' multi-media exhibition that revived some of the most celebrated football moments through exclusive memorabilia, interesting facts and figures and fun interactive installations.

During this year's journey around Europe, the UEFA Champions League Trophy Tour presented by UniCredit visited Slovakia, Austria and Croatia before reaching its final destination, Serbia. Over 35,000 visitors enjoyed this spectacular event this year making it a true success story.

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