

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

Vienna, October 2nd 2014

UEFA Champions League Trophy Tour visits Vienna

- **After kicking off the Tour in Bratislava, the most sought-after trophy in European club football is on display at Am Hof in downtown Vienna, from today until Saturday night**
- **The sixth edition of the “UEFA Champions League Trophy Tour presented by UniCredit” is accompanied in Austria by legendary footballers Mark van Bommel and Michael Konsel**
- **In the next two weeks, the Tour will visit Croatia and Serbia, eventually travelling a route of approximately 900 kilometres before returning home**
- **True to the motto “Get close to Greatness”, the UEFA Champions League Trophy Tour brings Europe’s most famous club football competition and its trophy closer to football fans**

After starting last week in Bratislava, the UEFA Champions League Trophy Tour 2014 is stopping in Vienna from today. Until late Saturday night, football is the name of the game at Am Hof in downtown Vienna! The most sought-after trophy in European club football is on display, along with other memorabilia and numerous interactive installations in the Tour’s own exhibition, the UniCredit Walk of Champions. Each day, football fans can have their personal snapshot taken with the UEFA Champions League Trophy and what’s more they can also create a personalised virtual Panini Sticker and share it with their friends via their social media channels. The sixth edition of the Tour is accompanied in Austria by Mark van Bommel, Official UEFA Champions League Trophy Tour Ambassador, and Michael Konsel, the Official UniCredit Ambassador for the UEFA Champions League Trophy Tour.

Robert Zadrazil, Bank Austria Board Member in charge of Private Banking, is happy that the UEFA Champions League Trophy Tour is returning to Austria’s capital after four years, to the delight of so many fans: “The Trophy Tour is a great opportunity for our banking group, as it gives us the chance to connect with football fans across all of Europe. On the domestic market, Bank Austria profits from this high profile advertising presence of our group, as the visibility of the UniCredit brand is significantly enhanced by the UEFA Champions League Trophy Tour.”

Guy-Laurent Epstein, UEFA Events SA Marketing Director: “We are delighted to be teaming up with UniCredit for a sixth consecutive year of the UEFA Champions League Trophy Tour in Europe, and to have the opportunity to bring football fans closer to the greatness of the world’s most prestigious club football competition and its iconic piece of silverware.”

This year will be the first time that the UEFA Champions League Trophy Tour exhibition in Austria features the RFID visitor card system, which was launched last year. After registering, each visitor receives a personal RFID Trophy Tour card. Using this card, visitors can access exclusive content in the exhibition. A simple swipe of the card allows visitors to participate in entertaining games and quizzes, win attractive prizes and see detailed views of the exhibits. Visitors can also use their RFID Trophy Tour card to share their experiences at the UEFA Champions League Trophy Tour with their friends online.

Another innovation at this year’s Tour is the Panini Sticker Tool. After the successful presentation of the UEFA Champions League 2013-14 Panini Virtual Sticker Collection by UniCredit in October 2013, this innovative new instrument will be used to attract even more visitors this year. Because with the RFID card, fans get more than just stickers with famous football players for their virtual collection, they can create their very own personal virtual sticker and become a “star” themselves. The UEFA Champions League Trophy Tour exhibition is free of charge and the Trophy Tour card can be taken home as a souvenir afterwards.

High-profile supporters

Along with the local UniCredit Ambassador for the UEFA Champions League Trophy Tour, the UEFA Champions League Trophy Tour 2014 is supported by an Official UEFA Champions League Trophy Tour Ambassador. The Ambassadors are responsible for promoting the Tour at various local events and are also available for the fans for autographs.

Michael Konsel, Official UniCredit Ambassador for the UEFA Champions League Trophy Tour: "I am very happy to be part of the UEFA Champions League Trophy Tour presented by UniCredit and to be there when football fans from my hometown have the chance to enjoy this incomparable experience thanks to UniCredit and Bank Austria."

The numbers generated with the Trophy Tour over the past five years are an evident proof of the fascination of the UEFA Champions League. The Tour has visited 66 cities in 14 different European countries. More than 500,000 fans visited the exhibition and posed for over 146,000 pictures with the iconic trophy. The past five Tours have generated an impressive average Return on Investment of 399%.

From 10 to 12 October, the UEFA Champions League Trophy Tour will be in Zagreb, before heading to Belgrade from 17 to 19 October.

Opening hours of the UEFA Champions League Trophy Tour 2014

Thursday, 2 October	from 14:00 to 18:00 14:00 from 14:00 to 15:00	Public opening hours Official opening ceremony Autograph session with Mark van Bommel and Michael Konsel
Friday, 3 October	from 11:00 to 18:00 from 13:00 to 14:00	Public opening hours Autograph session with Manuel Ortlechner, Roman Kienast and James Holland (FK Austria Wien)
Saturday, 4 October	from 11:00 to 24:00 from 17:30 to 18:00	Public opening hours Winner's Award Ceremony for the Caritas Käfig League with Michael Konsel

For more information on sponsoring, please check www.unicredit.eu/champions.