



Date: 28.02.2008

## EURO trophy on tour in Switzerland and Austria

*Bern* – On 28 January, the EURO Experience Tour got under way at the Rosentalanlage in Basel. Since then, 30 000 football fans have visited the exhibition. By the time UEFA EURO 2008™ kicks off on 7 June, the tour will have visited 13 places altogether in the host countries of Switzerland and Austria, including all eight tournament venues. One day before the tour opens its doors at each of its stops, the official UEFA EURO 2008™ hot-air balloon (height: 34.5m, volume: 3,440m<sup>3</sup>) takes to the skies to signal the countdown. The tour is part of an extensive promotional programme intended to get the fans in the right mood for the forthcoming main event.

### Souvenir photo with the trophy

Before the 2008 European football champions get to hold the trophy aloft on 29 June in Vienna, visitors to the EURO Experience Tour can have their photo taken with it. The new version of the Henri Delaunay trophy, which is named after a former UEFA general secretary, is made from sterling silver, weighs 8kg and is 60cm high, making it one of the most impressive of its kind.

### 10,000m<sup>2</sup> of football activities

The two domes of the biggest inflatable tour tent in the world house a giant-screen cinema with 140 seats, as well as an interactive multimedia area. To give visitors to the EURO Experience Tour the chance to experience the European Football Championship for real and not only virtually, at each stop, those who take part in the EURO quiz and get all the answers right go into a lucky dip for two pairs of tickets for one of the group matches. The EURO mascots, Trix and Flix, also provide fun and games by putting in regular appearances at the exhibition.

### European Football Championship in pictures

True to the UEFA EURO 2008™ slogan "Expect emotions", the 25-minute film shown on the five screens of the giant-screen cinema looks back at the 12 previous European Championships. In chronological order, emotional pictures show the great goals from the finals from 1960 to 2004. Impressive sequences are also devoted to footballing legends such as Lew Jaschin, Franz Beckenbauer, Michel Platini, Marco van Basten, Jürgen Klinsmann and Zinedine Zidane. The film ends with fan impressions and a presentation of the eight UEFA EURO 2008™ venues. Entry to the cinema and all other parts of the exhibition is free.



# EURO EXPERIENCE TOUR



## Facts and Figures about the EURO Experience Tour

<p><b>Tent structure</b></p> <ul style="list-style-type: none"> <li>• Biggest inflatable tour tent in the world (14m high, 40 x 60m)</li> <li>• 10 000m<sup>2</sup> of canvas</li> <li>• 2,000 panels, each unique</li> <li>• Each dome weighs 5 tons</li> </ul>	<p><b>Transport and logistics</b></p> <ul style="list-style-type: none"> <li>• 3 articulated lorries for transport</li> <li>• About 10 tons transported</li> <li>• 20 staff/people involved</li> </ul>																																												
<p><b>Hot-air balloon</b></p> <ul style="list-style-type: none"> <li>• Height: 34.5m</li> <li>• Volume: 3,440m<sup>3</sup></li> <li>• Diameter: 16.5m</li> <li>• Weight: 285kg</li> <li>• Flight time: 2 hours</li> <li>• Capacity: max. 3 people</li> </ul>	<p><b>European Championship trophy</b></p> <ul style="list-style-type: none"> <li>• Named after former UEFA general secretary Henri Delaunay</li> <li>• Brand-new trophy for UEFA EURO 2008™</li> <li>• Weight: 8kg</li> <li>• Height: 60cm</li> <li>• Material: sterling silver</li> <li>• Names of the European champions engraved on the back</li> <li>• Value: about CHF 25,000/EUR 15,400</li> </ul>																																												
<p><b>EURO Experience Tour stops</b></p> <table border="0"> <tr> <td colspan="2"><b>January/February</b></td> <td colspan="2"><b>April</b></td> </tr> <tr> <td>Basel</td> <td>29.01.2008 – 03.02.2008</td> <td>Klagenfurt</td> <td>03.04.2008 – 06.04.2008</td> </tr> <tr> <td>Geneva</td> <td>07.02.2008 – 10.02.2008</td> <td>Salzburg</td> <td>10.04.2008 – 16.04.2008</td> </tr> <tr> <td>Zurich</td> <td>21.02.2008 – 24.02.2008</td> <td>Graz</td> <td>24.04.2008 – 27.04.2008</td> </tr> <tr> <td>Berne</td> <td>28.02.2008 – 02.03.2008</td> <td></td> <td></td> </tr> <tr> <td colspan="2"><b>March</b></td> <td colspan="2"><b>May</b></td> </tr> <tr> <td>Lausanne</td> <td>06.03.2008 – 09.03.2008</td> <td>Lugano</td> <td>01.05.2008 – 04.05.2008</td> </tr> <tr> <td>Innsbruck</td> <td>20.03.2008 – 23.03.2008</td> <td>Lucerne</td> <td>08.05.2008 – 11.05.2008</td> </tr> <tr> <td>Linz</td> <td>27.03.2008 – 30.03.2008</td> <td></td> <td></td> </tr> <tr> <td colspan="2"></td> <td colspan="2"><b>June</b></td> </tr> <tr> <td colspan="2"></td> <td>Vienna</td> <td>05.06.2008 – 29.06.2008</td> </tr> </table>		<b>January/February</b>		<b>April</b>		Basel	29.01.2008 – 03.02.2008	Klagenfurt	03.04.2008 – 06.04.2008	Geneva	07.02.2008 – 10.02.2008	Salzburg	10.04.2008 – 16.04.2008	Zurich	21.02.2008 – 24.02.2008	Graz	24.04.2008 – 27.04.2008	Berne	28.02.2008 – 02.03.2008			<b>March</b>		<b>May</b>		Lausanne	06.03.2008 – 09.03.2008	Lugano	01.05.2008 – 04.05.2008	Innsbruck	20.03.2008 – 23.03.2008	Lucerne	08.05.2008 – 11.05.2008	Linz	27.03.2008 – 30.03.2008					<b>June</b>				Vienna	05.06.2008 – 29.06.2008
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