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## UEFA EURO 2008™ - Slogan presentation

There are still 500 days to go until the opening match in Basle on 7 June 2008. What better time to present the official slogan for UEFA EURO 2008™:

*Expect Emotions*

*Erlebe Emotionen*

*L'émotion au rendez-vous*

*Emozioni da vivere*

"A slogan that describes in a nutshell what European Football Championship 2008 has to offer: all kinds of emotions – joy or disappointment, relief or high tension – right up to the final whistle," says Lars-Christer Olsson, UEFA Chief Executive.

"Expect Emotions" is a slogan that will also ring true for the players and coaches competing for the Henri-Delaunay trophy. And, of course, for the fans too," says Friedrich Stickler, chairman of the board of Euro 2008 SA and president of the Austrian football association. Over a million spectators will make their way to the stadiums to watch the 31 matches, to see European football at its best at close range. In addition, millions will be part of it in the streets, at the official fan festivals which will be organised by the eight host cities for free. Not to mention the more than eight billion TV viewers.

"Having the opportunity to experience a European Football Championship final round live is an unforgettable experience for every sports fan," says Ralph M. Zloczower, member of the board of Euro 2008 SA and president of the Swiss football association. "It's hard to imagine anything more colourful, festive and exciting. The UEFA EURO 2008™ is pure emotion – and it offers football that meets the highest of expectations."

Expect Emotions – a slogan that should speak to everyone, to the thousands of volunteers who will swap a few weeks of their summer holidays for the atmosphere of international football, who want to help ensure that the 13th European Football Championship final round is a very special event and want to experience what it means to be part of the biggest sports event ever to take place in Austria and Switzerland.

The people of the two host countries have 23 days of different matches to look forward to – together with hundreds of thousands of football fans from all over Europe and the top 16 national teams in Europe. It will be a time of friendliness and hospitality, a unique experience.



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Petra Stolba, CEO of the Austrian national tourist office: "Visitors can indeed expect to experience emotions in our country, because we place importance on hospitality, a unique mix of service-mindedness and friendliness, seasoned with a good pinch of humour. That's the kind of cordial welcome we reserve for our visitors. We're already looking forward to EURO 2008 and to the opportunity of showing Europe what emotions lie within us." Jürg Schmidt, CEO of the Swiss national tourist office, expresses similar feelings: "To see breathtaking mountain views in the morning, to stroll through and shop in welcoming towns after that, and then to let your emotions run free in the stadiums in the evening – this kind of high-density experience will make EURO 2008 unique. And many unexpected sides of Switzerland will be revealed, like the passionate support for the national team. Switzerland has surprises in store!"

Expect Emotions is, of course, also true for the organisers. Since the beginning of 2000, preparations have been under way, first in the bidding phase and now in the implementation phase. And the number of people involved is getting bigger all the time – on the side of the host associations, the public authorities, the tourist boards, as well as at UEFA and Euro 2008 SA.

There are still 12 qualifying match dates to go, still almost 11 months until the draw for the final round, still 500 days until the opening match, and ticket sales have not yet begun – but the slogan should still already be heard loud and clear. Expect Emotions – don't let this event pass you by; start looking forward to it now!

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