

UBS ARENA

in cooperation with UEFA EURO 2008™

UBS ARENAS – Switzerland's official public viewing venues for UEFA EURO 2008™

The experience and celebration of UEFA EURO 2008™ will not be limited to Switzerland's four host cities, but will extend across all parts of the country, in all language regions. Only a lucky few of Switzerland's many football fans will be able to see a UEFA EURO 2008™ match live in the stadium. For all who lost out in the draw for the event's coveted tickets, there is another option – the UBS ARENA.

Small-scale stadiums – the UBS ARENA – are to be built in selected towns and cities around Switzerland. The UBS ARENA will take UEFA EURO 2008™ direct to Switzerland's soccer-supporting heartland – to the Ticino, to western Switzerland, and to all German-speaking parts of the country. The UEFA EURO 2008™ experience will be available everywhere, to everyone – to die-hard fans, families, juniors, veterans, women and the star players of local football clubs, men and women watching games with crossed fingers, and to guests from all over the world. The UBS ARENA will offer an electric atmosphere created by cheering, celebrating fans on the terraces and in the grandstand seats alike – a stadium feel, with a huge LED video wall (35–45 m²), food and refreshments, activities for families, children and young people, and even an arts program. It will be a true festival of football.

UBS ARENA - Switzerland's fifth soccer stadium!

Aarau | Bienne | Buchs | Chur | Glarus | Kreuzlingen | Lausanne | La Chaux-de-Fonds | Locarno | Lugano | Nyon | Sion | Solothurn | St. Gallen | Thun | Winterthur | Zug – these 17 towns and cities will each host a UBS ARENA and will together form Switzerland's fifth soccer stadium.

All Arenas have a planned capacity of between 4,000 and 10,000 visitors for a unique football fiesta. Many of the towns will be setting up their own fan zones alongside the UBS ARENA. Event organizer Perron8 will work with the security consortium PriSec-E08 and the UBS ARENA host towns and cities to draw up a security strategy tailored to each individual venue. Detailed planning is already underway.

Partners and sponsors

The UBS ARENA nationwide public viewing concept was initiated by Project Organisation Swiss Authorities UEFA EURO 2008™, the public sector project organization, in collaboration with UEFA, as partner, and UBS, as headline sponsor.

Perron8 Management AG is responsible for staging. The principal sponsors are Carlsberg, Coca-Cola and MasterCard. Other sponsors and partners include Switzerland Tourism, SRG SSR idée suisse and Coop/Bell.

More informations and downloads: www.ubsarena.ch

