

## MEDIA INFORMATION

### **Arena of Football - Be Part of It!**

*A fantastic new sports world has opened its doors in the English themed area of Europa-Park this year. In the brand new indoor attraction "Arena of Football - Be Part of It!" the visitors can experience football in a very emotional and entertaining way.*

#### **Fun and enjoyment in the "Arena of Football - Be Part of It!"**

The "Arena of Football?" is a sports & entertainment world for the whole family. It surely is the unique combination of FootballScooter with stadium atmosphere, Coca-Cola SportsBar and adidas Shop. The vivid centrepiece of this stunning indoor attraction is an extraordinary dodgems arena. The 16 cars of this popular attraction are shaped in accurate detail to the very latest adidas Predator football shoe in an either red&black or blue&white colour scheme. Additionally those extravagant ride-vehicles wear the names of the most current football heroes like Michael Ballack, Zinedine Zidane and of course David Beckham. Exceptionally any foul is permitted on this unique battle field: Who is born to be a champion?

On three large screens and an uncountable number of flat screens, visitors can follow the most thrilling games - live - and the most beautiful goals of the greatest football games ever. Authentic football feeling is guaranteed with an impressive sound and light system creating stadium atmosphere.

#### **Football history - a fantastic experience for young and old**

On the "Walk of Fame - the History of the Football World Cup?", the visitors travel back in time and through the history of the biggest sports event in the world. Here, all football fans experience the greatest moments in the history of the Football World Cup from 1930 until today - with original replicas of legendary trophies, football shoes once owned by popular players, original footballs from World Cup games, many photographs, cartoons, press clippings, radio comments and much more. In historical film sequences, some of the most outstanding moments between fantastic triumph and unforgettable defeat are presented.

#### **Coca-Cola SportsBar**

This SportsBar has a truly outstanding ambience. The Coca-Cola retro

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style bar in red and anthrazite has around 90 seats, 8 of them located in a separated VIP-lounge. Here, the visitors can watch live sports events on large screens while having a snack or drink. With this bar, Coca-Cola as an official partner of the Football World Cup is passionate to give visitors of Europa-Park the opportunity to experience the World Cup from a very special perspective. An additional outside terrace offers space for another 25 visitors.

### **adidas Shop**

A wide range of football merchandise is offered in the adidas Shop. Apart from original player shirts of some football teams equipped by adidas (among them Germany and France) and different versions of the World Cup ball, fan merchandise for many teams can be purchased. As an official partner of the Football World Cup, adidas also offers many licensed World Cup products, such as polo shirts, jackets, backpacks and caps.

### **The building**

Even the architecture of the "Arena of Football" is outstanding: the dome-shaped building with its futuristic design is modelled on the concept of the famous American architect and engineer Richard Buckminster Fuller (1895 - 1983).

*Europa-Park is open daily until November 5<sup>th</sup> 2006, from 9.00 am to 6.00 pm (longer opening hours during peak season). Further information:*  
[www.europapark.de](http://www.europapark.de).

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