



Men Give Up Supermodels for Champions League Final

Amsterdam, 23 May 2011 - An international survey, conducted by OnePoll for UEFA Champions League sponsor Heineken has shown that men around the world would be prepared to give up and miss out on a romantic date with a leading international supermodel in order to see their team win the UEFA Champions League Final.

The study found that one in two men (52%) around the world would consider passing up a date with the likes of Brazilian model Adriana Lima if it meant that they got the opportunity to see their beloved team lift the 2011 UEFA Champions League trophy in Wembley. In fact, without hesitation, 37% of these men would miss or definitely miss out on such a perfect evening.

However, the international beauties can take comfort in the knowledge that despite this snub, even more men would find an excuse to skip their friend's all-important stag-party (62%), while an amazing 44% would actually hand over the ultimate honour of being the 'best-man' to someone else! It just goes to show how the tournament captures the imagination of men around the world and the lengths people would go to in order to see their favourite team triumph in Wembley and be crowned champions of Europe.

The research among 5,638 men of legal drinking age across 15 countries, also found that this year's final may even strain a few relationships. 58% confirmed that they would be willing to skip a date with their wife or girlfriend, while 55% of men around the world would be prepared to get their relationship off to a rocky start and face the wrath of potential in-laws by attending the match rather than meeting their girlfriend's parents for the very first time.

Men's passion for football clearly impacts on other important events in their lives, in and outside of work. The top ten life events that men from around the world would be willing to miss to see their team win are as follows:

1. A friend's stag-party (62%)
2. A date with a girlfriend/wife (58%)
3. Meeting a girlfriend's parents for the first time (55%)



4. An important meeting with the boss (48%)
5. A mother's birthday (46%)
6. Best-man's duties (44%)
7. Wedding anniversary (44%)
8. Girlfriend's birthday (44%)
9. University Graduation Ceremony (43%)
10. An important hospital appointment (43%)

Hans Erik Tuijt, Heineken's Brand Activation Manager said:

"The research clearly shows that men have a huge appetite and passion for football and when a final is at stake, nothing in their lives is sacred. With the upcoming final at Wembley on Saturday, it is strange to think that there will be fans cheering on their team, knowing that they should be somewhere else instead! However, given the significance of the occasion, the opportunity to go to the big game wins out over everything else as men around the world pay tribute to the greatest club football competition in the world."

The survey also sent out a clear warning to couples preparing for their upcoming nuptials. Heineken recommends that future brides should opt for a Saturday that doesn't clash with next year's final. It turns out that one in five (22%) men in Spain and Brazil would miss walking down the aisle if it meant they were given the opportunity to see their favorite team crowned champions of Europe.

There are even a few supporters out there who would choose to miss what would be regarded as one of the most memorable moments in your life – the birth of your own child. More than 30% of the men in Thailand responded that they would be happy to record the birth of their child if it meant they got to see their team win the final live at Wembley!

While football is considered more important than almost anything else, at least three in five men would be honest and try to explain the reason why they have missed out on a special occasion in order to go to London's spiritual football home. However, 75% men believe that they would expect their family and friends to understand why they chose to be at the final instead of with them.



With Manchester United FC and FC Barcelona set to go head-to-head in London this weekend, the UEFA Champions League Final is set to be the most watched club football match in the world. It is anticipated to eclipse the audience of 145.1 million* viewers recorded for the 2010 UEFA Champions League Final between FC Internazionale Milano and FC Bayern München.

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Notes to Editors

- Research conducted by OnePoll in April 2011 amongst 5,638 male adults in the UK (England, Scotland, Wales and Northern Ireland), Ireland, Italy, Germany, Spain, The Netherlands, Russia, Thailand, Hong Kong, Malaysia, Brazil and Mexico.
- *TV Audience Data: Sponsorship Intelligence, 2010. 145.1 million for the 2010 UEFA Champions League Final refers to the global average audience across the match.

The Heineken brand is sold in almost every country in the world. Additional information is available on www.heineken.com and www.heinekeninternational.com

Heineken- UEFA Champions league sponsorship

The core focus of Heineken's activation of the sponsorship is to bring fans in Europe and abroad high quality UEFA Champions League experiences. The UEFA Champions League is the most prestigious club platform for international football stars and their clubs. With over 150 million TV viewers watching live coverage of the UEFA Champions League in 220 countries and territories every match week, this premier-sporting event has become global and fits perfectly with the Heineken brand, which is enjoyed in almost every country in the world.

Enjoy Heineken Responsibly

Heineken continues to integrate its responsible consumption program into all UEFA Champions League sponsorship activities. Every stadium hosting a UEFA Champions League match features "Enjoy Responsibly" on one of its three perimeter boards around the pitch, complementing the regular Heineken boarding. In addition, an Enjoy Heineken Responsibly 5-second match bumper broadcasts several times during UEFA Champions League matches with an estimated audience of 150 million viewers per match week.

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