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## Carlsberg calls up Peter Schmeichel to be its global ambassador for UEFA EURO 2012™

Carlsberg, official sponsor of UEFA EURO 2012™, is finalising its own dream team to help activate its sponsorship of the tournament.

As part of this process, Carlsberg Group is pleased to announce that it has today appointed Peter Schmeichel, legendary former goalkeeper for Denmark and Manchester United, as its global ambassador for the duration of the brand's UEFA EURO 2012™ campaign.

Commenting on the announcement; Jørgen Buhl Rasmussen, Carlsberg Group's President and CEO, says:

"This is a fantastic opportunity for us and we are delighted to have Peter as one of our team. Not only has Peter played much of his football in our two biggest Carlsberg markets - Denmark and the UK – but he is a well-known personality across Carlsberg's key markets in all of Europe and Asia. We are confident that Peter will help us to deliver another very successful UEFA EURO™ campaign.

"Peter has a strong connection to football fans across the globe and will play a key role in helping us to iconise the Carlsberg brand and reinforce our new positioning "That calls for a Carlsberg". He is also an important role model and will help us to endorse our message that the UEFA EURO 2012™ should be enjoyed responsibly."

As an ambassador for Carlsberg Group, Schmeichel will be actively involved in many aspects of the Group's activation programme, including engaging with fans through the Carlsberg facebook campaign, the Fan Challenge, where fans are given the chance to be at the UEFA EURO 2012™ and ultimately present the Carlsberg Man of the Match Award at the final. Peter will also be actively involved in Carlsberg's media and hospitality events in the run-up and during the tournament itself.

Carsten Buhl, Carlsberg's Senior Project Manager, Sponsorships, adds:

"Peter Schmeichel is a sponsor's dream. Not content with being part of the victorious Danish team at UEFA EURO 1992™ and the 1999 Manchester United 'dream team' which won the UEFA Champions League, English Premier League and FA Cup, Peter has now established himself as a well-respected presenter, commentator and speaker, both in Denmark and internationally.

"Asia is an important region for Carlsberg and while these countries will not be directly involved in UEFA EURO 2012™, they love their European football and will be following the tournament closely. Peter's association with Manchester United and his ongoing commitments means that he will be a valuable asset in leveraging our sponsorship in Asia, as well as Europe."

Peter Schmeichel comments:

"I'm delighted to be an ambassador for Carlsberg, who have such a strong connection to European football. I believe that Carlsberg is one of the reasons that I got the chance to play football. When I was growing up, I dreamt about playing for both my national team Denmark and for Manchester United. At that time, in the 1970s, Carlsberg had already started investing in and supporting Danish football and this provided opportunities for people like myself to get more involved in this wonderful game.

"Having sponsored the European Football Championships for more than 20 years, Carlsberg has a fantastic track record and has shown a big commitment to fans, supporters and lovers of football, and I am really looking forward to playing my part."

### **Involving fans**

For the coming tournament, Carlsberg is giving fans the chance to be at UEFA EURO 2012™ and sample the excitement for themselves. From now until mid-May 2012, supporters can visit [www.facebook.com/Carlsberg](http://www.facebook.com/Carlsberg), "Like" the page and undertake a series of set challenges and tasks to prove their desire to get to the tournament.

Every successfully completed task will be rewarded with a virtual Carlsberg Fan Challenge™ trophy. The more trophies fans earn the more chances they will have to win tickets in the monthly competitions. Then, as the tournament gets closer, in February 2012 those with the most trophies will battle it out to win the chance to be part of history and present the Carlsberg Man of the Match Award at the UEFA EURO 2012™ Final.

The challenges will require a mix of football knowledge and passion for the UEFA EURO™ tournament. Successful entries will also reflect Carlsberg's commitment to responsible behaviour.

To find out more about the Carlsberg's Fan Challenge and football heritage, visit [www.facebook.com/Carlsberg](http://www.facebook.com/Carlsberg) or [www.carlsberg.com](http://www.carlsberg.com)

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**For photos, videos and more information go to:**

[www.carlsberggroup.com/media/PressKits/EURO2012](http://www.carlsberggroup.com/media/PressKits/EURO2012)

## Notes to Editors

### About Carlsberg Group

The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. The flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the six biggest brands in Europe. More than 41.000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2010, the Carlsberg Group sold more than 135 million hectolitres of beer, which is about 40 billion bottles of beer annually.

### Carlsberg's long-standing involvement with football

Carlsberg is one the longest standing sponsors of the European Football Championships having first started in 1988, and is Official Partner to UEFA EURO 2012™.

The brand has a long heritage of supporting football through major international sponsorships of national teams and international tournaments. Starting in the 1970's, Carlsberg was the first commercial sponsor of the Danish national team and national league. The Denmark sponsorship continues today along with partnerships with the national teams of England, Ireland and Serbia.

In club football Carlsberg has wide ranging partnerships throughout Europe and beyond including a long running association with Liverpool FC, a recently announced deal with Arsenal plus Tottenham Hotspur (England), FC Copenhagen, OB-Odense (Denmark), Hamburg SV, Hertha Berlin, FC St. Pauli (Germany), FC Porto (Portugal) and many more.

Find out more at [www.carlsberg.com](http://www.carlsberg.com), [www.facebook.com/Carlsberg](http://www.facebook.com/Carlsberg), [www.carlsberggroup.com](http://www.carlsberggroup.com)