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Samir Nasri, Salomon Kalou, Steven Pienaar & Jermaine Defoe talk last 16 and unveil the adidas Official Match Ball for the 2011 UEFA Champions League Final at Wembley Stadium.

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STORY: adidas Official Match Ball for 2011 UEFA Champions League Final unveiled.
LOCATION: Wembley, London, England
DATE: 3rd March 2011
DURATION: 2 packages x 5 minute each
LANGUAGE: English & French
RESTRICTIONS: None – Free to air all media and platforms

SCRIPT:

A player from each of the London clubs still in the tournaments last sixteen will help unveil the Official Match Ball for 2011 UEFA Champions League Final to be played at Wembley Stadium on May 28th.

Arsenal's Samir Nasri, Chelsea's Salomon Kalou and Steven Pienaar of Tottenham will come together under the famous Wembley arch to launch the uniquely designed adidas Finale London in red and white to reflect the Saint George Cross with two lions holding up the famous UEFA Champions League Trophy.

One hundred and fifty of the specially designed star balls will also be given away when Jermaine Defoe visits a local school in a branded dumper truck.

A press conference with Nasri, Kalou and Pienaar to discuss the 2nd legs of their team's last sixteen UEFA matches will also take place at Wembley Stadium at 1615 local time hosted by Mark Chapman. Wembley will be hosting a record sixth European Cup Final, although this will be the first in the new stadium.

Back competing at the top of European football after decades Tottenham Hotspur go into the 2nd leg of their match against AC Milan with a crucial away goal from that 1 nil victory in Italy. It was 1972 the last time Spurs took on Milan for European honours and they won that tie, over two legs, and went on to claim the UEFA Cup title. AC Milan has won the European Cup seven-times but can they come back from a goal down in front of a White Hart Lane crowd?

Salomon Kalou's Chelsea will be happy with the 2 nil lead they take into the home tie against FC Copenhagen on March 16th. The Danes have a mountain to climb if they are to overturn that disastrous first leg defeat at the Parken Stadium but over confidence has dumped many a team out of Europe's premier football tournament. Kalou and his team mates still have a job to do at Stamford Bridge.

Samir Nasri's Arsenal completed a dramatic 2-1 win over Barcelona at the Emirates stadium on February 16th a first step to revenge for that quarter-final defeat last season and the 2006 final Arsenal lost to the Spanish Champions at the Stad de France in Paris. Now Nasri and his Arsenal team mates must do it all again in the 2nd leg at the Camp Nou on March 8th.

SHOT LIST

Nasri & Kalou with Official Match Ball (OMB) on podium with Wembley arch as backdrop

Samir Nasri, Arsenal

Q. Why is it important to have a special ball for the final?

A. Because the champions league final is something special it is a special event. Like I always said when I was younger I always dreamed about the champions league because it is the best trophy a player can win with his club. The colour is something special because it is the same colour as Arsenal. I hope it will be a sign because the final is at Wembley as well so I hope I can be there for the final.

Nasri & Kalou with Official Match Ball (OMB) on podium with Wembley arch as backdrop

Samir Nasri, Arsenal

Q. What makes you think you can beat Barcelona?

A. I think Barcelona are favourites because they are the best team in the world. but we have a good chance to beat them because we have an advantage from the first leg and when we come to play we will just play our game. I hope we can go through because the Champions league is really important to me.

OMB on Wembley stadium pitch

Samir Nasri, Arsenal

Q. History is against you?

A. History changes the statistics are there but you can always beat the statistics a game is a game and every game has it's own truth so it is not the same as last year and we will show everyone that we grow up since last year and we can qualify at the camp Nou.

OMB on Wembley stadium pitch

Salomon Kalou, Chelsea

Q. What does a Wembley final mean?

A. Playing at Wembley is a special moment for any English team and I hope we will be one of them in the final so it is a nice ball and having a special ball for the Champions league final is always great.

Trophy & OMB on Wembley stadium pitch

Salomon Kalou, Chelsea

Q. Describe the logo on the ball

A. We have two lions almost fighting for the cup so it shows how important the competition is, so I think both teams what ever team they are will be two great teams fighting for a great competition the champions league.

Guy-Laurent Epstein, Marketing Director, UEFA Events SA

Q. What kind of audience do you expect?

A. We are broadcasting in two hundred and twenty countries in the world last year for the first Saturday final we averaged 145 million views which was very similar to the 2009 final on the Wednesday we do expect to go further than that I think as the event has grown people know that the final has been moved to a Saturday now and we expect people to gather in front of their TV screens to watch the two best European teams

Press Conference at Wembley feat Mark Chapman, Kalou, Nasri

Press Conference shot of Kalou & Nasri

Salomon Kalou,

Q. The Copenhagen boss thinks he doesn't think they can come back from that first leg.

A. I think it will be hard for them to come back but it's still a football game and you have to give them respect we have to be focused the job is almost done but we have to go into the game with a lot of focus.

Cutaways at press conference

Salomon Kalou, Chelsea French quote: on Man U Manchester has to have a bad day but also Marseille has nothing to lose an away goal is very important as well. Marseille has to play 100% and try to score one goal if they score one goal I think they have a good chance to win the game.

Kalou/Nasri Cutaways at press conference

School in Wembley – wide of kids playing football

Kids playing football

Truck arriving at school

Adidas balls on branded truck

Defoe driving branded truck

Defoe in truck throwing balls out to kids at school

Kids playing with balls

Media at school event

Vox pop with 2 kids and Defoe

Jermaine Defoe, Tottenham

A. I think they'll come and sit back and try and frustrate us and make it difficult but in games like that you have to take that. The champions league is a little bit slower than the premier league it's a slow build up and you have to keep possession. don't get sloppy and make sure you don't switch off because if you switch off at any stage particularly in the champions league you'll get punished particularly with the players they have going forward. so it important not to switch off and stay focused and hopefully we can win.

Defoe and kids playing football

END OF VNR

VNR B Roll content to be made available to all media 3rd March 2011

Edited A Roll to be made available to all media on 4th March 2011

1. GENERAL VIDEO OF EVENT. News agencies VNR (video news release)

This edit is prepared specifically for news agencies.

Duration: 5 mins

UPLOADED on 3rd March 2011 to www.adidasnewsstream.com

2. B ROLL EXTRA SOUND BYTES.

Duration: 5 mins

UPLOADED on 3rd March 2011 to www.adidasnewsstream.com

3. SCRIPT & TRANSLATIONS

Written sports news story after the event including translations & script.

UPLOADED on 3rd March 2011 to www.adidasnewsstream.com

4. A ROLL VIDEO OF EVENT, no further editing required for immediate use online or by broadcasters.

This edit is prepared specifically for social media sites & digital marketing opportunities

Duration: 1'30" approx

UPLOADED on 4th March 2011 to www.adidasnewsstream.com

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