

brazuca

official match ball 2014 FIFA world cup brazil™

brazuca was named back in September 2012 following a public vote in Brazil involving 1 million football fans and the design reflects the way “brazuca” is used to describe national pride in the Brazilian way of life. The colours and ribbon design also symbolise the multi-coloured bracelets worn in the country as well as reflecting the emotions and pride associated with football in Brazil.

77.8%

voted to name the ball brazuca



@brazuca

Fans will be able to track the build-up to the FIFA World Cup™ through the eyes of the ball by following @brazuca on Twitter. The ball will be visiting footballing nations, meeting players and celebrities, and taking part in major cultural events before landing in Brazil for the first game in June, and will be tweeting all the way.

