

# **2015 PUMA Arsenal Home Kit Launch, Emirates Stadium –** **B Roll**

Date Shot: 15/06/2015

Location: Emirates Stadium, London

Country: United Kingdom

Sound: NATURAL

Aspect ratio: 16:9

PUMA last night celebrated the launch of the 2015/16 Arsenal home kit, with a spectacular live event that included an appearance from first team players modelling the new strip. Over 1,000 Gunners fans made pilgrimage to Emirates Stadium and created a carnival atmosphere, joined by club legend Thierry Henry and DJ Gilles Peterson. With the crowd in full voice, accompanied by an innovate light show 'Powered By Fans', the countdown began before the new kit was revealed as the players took to the stage. Hector Bellerin, Santi Cazorla, Tomas Rosicky, Danny Welbeck and Nacho Monreal took the applause of the crowd, before answering questions about the new strip, their record breaking FA Cup victory, and their aspirations for next season.

The 2015/16 kit marks PUMA's second year of association with Arsenal, and will be available in-store from 25<sup>th</sup> June 2015.

<b><i>TC</i></b>	<b><i>Event</i></b>
00:00:00	Ident
00:00:05	Emirates GVs
00:00:32	Arsenal fans arriving for event
00:01:11	MC introduces event
00:01:22	MC welcomes DJ and Arsenal fan Gilles Peterson on stage
00:01:29	Interview Gilles Peterson – English. Peterson says Wenger's plan is coming to fruition, they have a fantastic chance of the double and even the treble next season
00:01:56	MC welcomes club legend and all-time top goal scorer Thierry Henry on stage
00:02:21	Interview Thierry Henry – English. Henry talks through his most memorable goals, and describes scoring on comeback against Leeds in the FA Cup, the emotion of scoring as a fan was almost too much to take

00:03:05 Arsenal players walk between Armoury and back of stage

00:03:21 Arsenal fans power up through chanting (SOT)

00:04:03 Arsenal players emerge on stage to reveal new kit

00:04:18 Event footage Ends

00:04:23 Interview Hector Bellerin – English.

00:05:53 Interview Thierry Henry – English.

00:08:02 Interview Czech midfielder Tomas Rosicky – English.

00:09:02 Interview Spanish full back Nacho Monreal – English.

00:10:18 Ends