



Barry O'Farrell MP

Premier of NSW

Minister for Western Sydney

MEDIA RELEASE

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ITALIAN GIANTS JUVENTUS COMING TO SYDNEY

One of the world's greatest football clubs, the Italian Serie A giants Juventus, will play a one-off match in Sydney next year, NSW Premier Barry O'Farrell announced today.

Mr O'Farrell said securing Juventus for the Australian-exclusive match against the FOXTEL A-League All Stars was another major coup for the NSW major events calendar.

"Juventus is one of the world's most famous football clubs and a visit by the 'Old Lady' to Sydney has been long hoped for by Australian fans," Mr O'Farrell said.

"I am delighted the NSW Government, through its tourism and major events agency Destination NSW, in partnership with Football Federation Australia, has been able to secure Juventus for Sydney.

"Following the huge success of the sold out All Stars match against Manchester United earlier this year we have worked hard with the FFA to secure Italy's most-popular club for Sydney.

"The reigning Serie A champions will play a hotly-anticipated match against the A-League All Stars team at ANZ Stadium on Sunday 10 August, 2014.

"This is an historic visit by Juventus to Sydney and I encourage sports fans from across Australia to come and enjoy the best of world football in Sydney, Australia's premier sports and major events city."

Juventus has a world-wide fan base of 250 million, including 1.4 million Juventus faithful in Australia and is the former club of current Hyundai A-League superstar, Alessandro Del Piero.

The club is the most successful Italian football club in history, having won 54 official titles on the national and international stage, more than any other Italian club. The club also boasts a record 29 league titles, nine Italian cups, a record five national super cups, and eleven titles in confederation and inter-confederation competitions.

The A-League All Stars will once again represent the best of the A-League, with players and coaching staff selected by football fans.

Minister for Tourism and Major Events George Souris said the latest major event coup would be a significant boost for the NSW economy.

“Juventus will experience the same welcome that football fans offered Manchester United during their visit in July this year, which saw a sold out crowd of more than 83,000 descend on ANZ Stadium.

“By hosting this remarkable team, Sydney and NSW will once again be showcased to a worldwide audience. It again confirms our position as Australia’s home of major events – the NSW Government has secured 184 events over the past two and a half years, boosting the State’s economy by about \$1.2 billion.”

Minister for Sport and Recreation, Gabrielle Upton, said: "NSW plays host to some of the most exciting sporting fixtures and they don't get any bigger than a match featuring Juventus. This game will not only be thrilling to watch but is important in positioning Sydney as the home of football in Australia and home of the A-League All Stars."

Juventus FC President, Andrea Agnelli, said they would bring a full strength squad to Sydney in 2014.

“Juventus has a responsibility to its millions of fans to present our heritage and our qualities in the best way possible,” Mr Agnelli said.

Football Federation Australia, CEO, David Gallop said, “The club is delighted to visit such a great city as Sydney and engage with the Australian football community. This will be a night to remember. The confirmation of Juventus as the opponent for the FOXTEL A-League All Stars is another boost to the growing international stature of the Hyundai A-League.

“The All Stars concept is all about presenting the A-League on the world stage and the presence of Juventus FC in Sydney will guarantee huge domestic and international interest. It's also a great opportunity for A-League players and coaches to test themselves at the highest level.

“Once again we'll make sure the A-League fans have a big say in the selection of the All Stars, which was such a popular feature of the inaugural All Stars match last year.”

Mr Gallop also today announced that Seven Network has successfully bid for the free to air broadcast rights for the match. “I’m delighted that Seven Network will again be our partner to take this prestigious match into all Australian homes.”

Tickets for the FOXTEL A-League All Stars v Juventus FC will go on sale in an exclusive Football Family Pre-Sale Window in January. Membership of the Football Family is free. Go to www.footballfamily.com.au to be eligible for the Juventus pre-sale.

Official Juventus travel packages will go on sale for interstate and international visitors in January. Go to www.sydney.com for updated information.

Corporate hospitality will be available from ANZ Stadium. www.anzstadium.com.au