



Press Release

MC limbers up Frankfurt for the FIFA Women's World Cup 2011

Location marketing for the city of Frankfurt / MC is lead agency

Berlin/Cologne, July 20th, 2010. Titleholder Germany hosts the FIFA Women's World Cup 2011. Frankfurt am Main is the central venue for all games and the office of the organising committee of the FIFA Women's World Cup. Four of the 32 World Cup matches will take place at the Commerzbank-Arena in Frankfurt: two early round matches – including one game for the German team, and one semifinal and the finale. Within the framework of a pan-European competition, MEDIA CONSULTA Cologne (MC) was entrusted with the implementation of public relations services and events. As the lead agency of the FIFA Women's World Cup Germany 2011 for the city on the Main, MC will also coordinate the collaboration of all involved partner agencies and public institutions in close cooperation with the urban Press and Information Office.

“Our specialists have long-standing experience in the communication, conceptualisation and organisation of sports and press events at their disposal, and specific experience in the Frankfurt area”, explains Harald Zulauf, CEO of MC. MC developed a worldwide PR strategy for the ATP Tour. The agency has been in charge of the ATP Tour world championship for several years in Frankfurt and organised local PR measures such as press conferences, interviews as well as the “ATP Tour Fan Fest”. Zulauf further comments, “Now we are happy to support the city of Frankfurt with the FIFA Women's World Cup 2011.”

The aim of the location campaign is to communicate the FIFA Women's World Cup 2011 in the metropolis on the Main and to present Frankfurt as “the heart of women's football” to the media and public. Local women's football clubs will also be involved in the events in order to draw attention to the strong women's football community in Frankfurt and to emphasise the female aspect of the sport.



MEDIA CONSULTA and the Press and Information Office will implement the overall communications concept for the city of Frankfurt. MC will complement the local press relations work of Frankfurt's Press Office by informing nationwide media, organising press conferences and events and promoting Frankfurt's fan fest, the public viewing on the banks of the Main as well as various major events. In order to increase attention for all matches of the FIFA Women's World Cup 2011 carried out in Frankfurt, the agency will additionally arrange for a road show to inform citizens located throughout the entire region.

Caption:

Kick-off for the FIFA Women's World Cup 2011: With four matches, the city of Frankfurt is the central venue of the World Cup.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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