



PRESS RELEASE

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We are for Munich! Bundesliga supports Olympic bid

"We are for Munich!" Under this motto, the Bundesliga is supporting the bid by the Bavarian state capital to host the 2018 Winter Olympics. To this end and just in time for the start of the second half of the season, German professional football is kicking off an extensive media campaign which is being presented today in Munich by league president Dr. Reinhard Rauball and Katarina Witt, the chair of the Munich 2018 Bid Committee.

The core of the campaign is a commercial which will be broadcast during Bundesliga coverage on German channels Sky, ARD, Sport1 and Liga total! Well-known Bundesliga stars Jürgen Klopp, Lukas Podolski, Stefan Kießling, Heiko Westermann, Dennis Aogo, Tranquillo Barnetta and Michael Zorc have all lent a hand for the Munich 2018 purpose in their own humorous manner. In addition, a Munich 2018 logo will appear in print media campaigning for the Games.

"The summer fairytale from the 2006 football World Cup should be followed with the 2018 winter dream in Germany – that would be fantastic and good for our country. Therefore the league federation and its 36 professional clubs are supporting Munich's bid. The Bundesliga is part of the large German sports family. That's why we are using our available means so that a worldwide spectacle such as the Olympics can take place here," said league president Dr. Reinhard Rauball.

Katarina Witt, Chair of the Munich 2018 Bid Committee, spoke of German football's commitment: "Having the Bundesliga on board as a supporter is a great signal for our collective goal of bringing the Winter Olympics and Winter Paralympics to Germany. With a good team performance we could whip up more excitement for the bid."

The commercial will debut at the kickoff of the season's second half, beginning with the first match between Bayer 04 Leverkusen and Borussia Dortmund on Friday, 14 January 2011 at 8:30 p.m.

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