



FIFA Women's World Cup Germany 2011™

NEWS 2011

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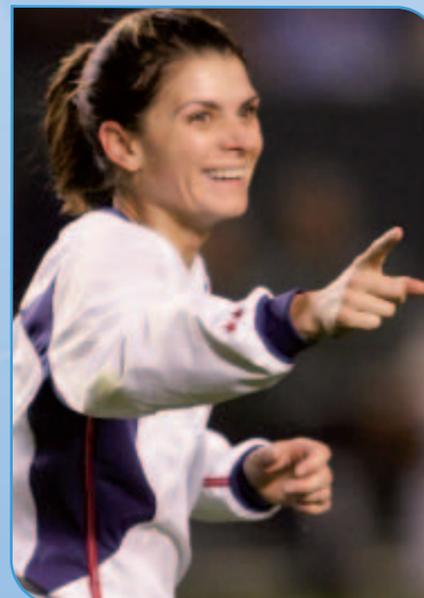
THE BEAUTIFUL SIDE OF 20ELEVEN!



Abby Wambach

USA women's football icon

- ■ ■ the Women's World Cup 2011 is going to set a new benchmark for the women's game thanks to its huge following in Germany. I'm also looking forward to meeting the German people, who have developed a huge passion for women's football."



Mia Hamm

USA women's football legend

- ■ ■ there's nothing better than a World Cup being hosted by the reigning champions. The Women's World Cup 2011 is going to set new standards which the entire women's game will benefit from."



FASCINATION 2011

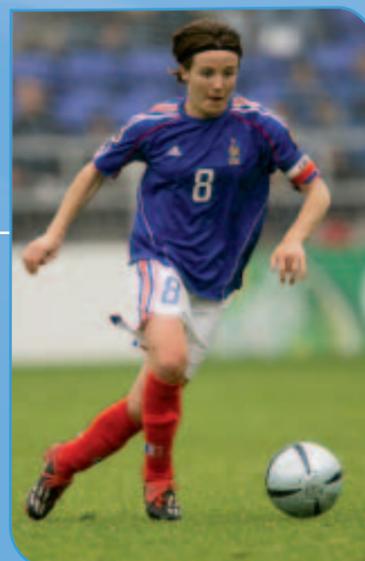
"I want to be there because..."



Marta

Brazilian Superstar

- ■ ■ I played in the international match against Germany back in April and the 45,000 crowd were incredible. The Women's World Cup in Germany is going to be a milestone in the history of the sport."



Sonia Bompastor

France captain

- ■ ■ I know Steffi Jones will organise a wonderful World Cup in our neighbouring country, and because lots of French fans will be there supporting us."



Kelly Smith

England captain

- ■ ■ I'd love to experience the biggest women's tournament of all time and I think that the German fans are going to produce a wonderful atmosphere, just like they did at the men's World Cup in 2006."

Dear football fans,

Women's football is moving ahead at a pace - and so are our preparations for the FIFA Women's World Cup Germany 2011. Statistics show that in 2009, one in two football fans in Germany - 55 per cent to be exact - were aware that the Women's World Cup would be held in Germany in 2011. When the Organising Committee began the project back in 2008, that figure was closer to 12 per cent. Furthermore, a total of 136,516 fans attended Germany's last six home internationals, an average of 22,753 per match.

The highlight of the year was of course the international friendly against Brazil on 22 April in Frankfurt am Main, which attracted a record crowd of 44,825. The end of season tie against the USA in Augsburg in October was also watched by a staggering 28,367 and was the first friendly international to sell out with a week to spare in the 27-year history of women's football.

Allied to that wonderful success story has been the high demand for tickets since the beginning of the first sales phase at the start of December 2009. 40,000 city series tickets were allocated within the first six weeks, which translates into a total of 160,000 tickets sold. All this bodes extremely well for a fantastic festival of football in 2011.

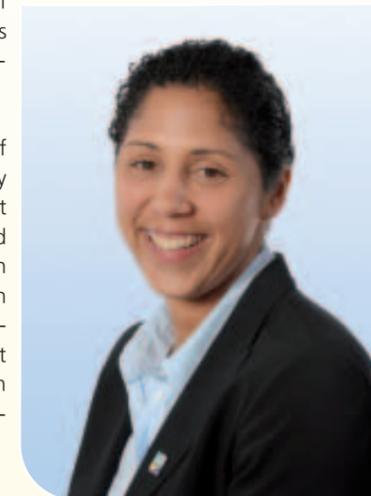
We must also mention our men's team, who are sure to do us all proud once again at South Africa 2010. Both the women's team and the Organising Committee will be right behind them and wish the team and coach Jogi Löw the best of luck as they make their final preparations.

However, it should not be forgotten that 2010 is also the year of a World Cup in Germany. Two days after the new men's world champions are crowned in Johannesburg, the FIFA Women's U-20 World Cup kicks off in Bochum on 13 July. Yet another display of top-quality women's football for us to look forward to!

So another eventful footballing year awaits us in 2010. I would like to take this opportunity to thank everyone involved in 'Mission 2011' for their energy and generosity - not least FIFA, the host city and stadium ambassadors, the decision makers, the media, our partners and sponsors from the world of business, the entire football family and last but not least, every one of the fans. Let's continue working together to ensure the first-ever Women's World Cup in Germany is a resounding success.

Best wishes,

Steffi Jones



Double interview with OC President Steffi Jones and Germany coach Silvia Neid



"2011 is going to be a huge success not just for us, but for everyone"

Your tasks are completely different, yet both of you are well aware of what the other does and is capable of achieving. Steffi Jones, aside from the European Championship success over the summer, what do you think has been Silvia Neid's biggest achievement as coach of the German national team over the past year?

Steffi Jones: I think she can be very, very happy with how her young squad has developed as a unit over the past year. They've shown that they can compete with the best and that they can handle the responsibility. It's very important to Silvia to bring young players through and introduce them to the first team. It's a good sign of what's to come at the World Cup in 2011.

Silvia Neid: The fact that we have a squad whose average age is 25 just a year and a half ahead of the World Cup fills me with optimism. We have ten players in the squad who are all under 25, meaning we don't have to wait for any major breakthroughs. We've got a great mixture of youth and experience which gives the squad the ideal balance between youthful energy and level-headedness.

Silvia Neid, what has been the most important aspect of 2009 for the OC President in your opinion?

Silvia Neid: Steffi Jones has worked extremely hard over the past year. She has travelled all over the country doing her job and, along with the OC team, has built a solid basis for the next couple of years. Of course she's happy that a busy year has finally come to an end. She and her team should give themselves a big pat on the back, especially in light of the initial ticket sales – I don't think anyone was expecting such unprecedented success. Over 160,000 tickets have already been sold and that's something that the OC team can really be proud of. That said, the Steffi I know won't stop until every last ticket has been sold.

Steffi Jones: The current figures are very pleasing indeed and the women's team have played a major part in that success. The European Championship title has been a spring-

board for us and raised public awareness of women's football a great deal. One of our goals for this year was to generate excitement ahead of next year's World Cup, and I think we've achieved that.

Looking back at 2009, was there a point which you consider to be a major milestone?

Silvia Neid: The international match against Brazil held in Frankfurt in April was a major indication of how far we'd come. We were eager to find out what kind of a response a game of that magnitude would draw from the public, and the fact that 40,000 fans turned out is hugely promising for 2011. The atmosphere was fantastic – a sea of black, red and gold. The main thing, however, was that the team performed well.

Steffi Jones: The same goes for the sell-out matches in Sinsheim and Augsburg. We at the OC are dependent upon the success of our national team. It's their passion and good football that keep the fans coming through the turnstiles. We build the stage for Silvia and her team to perform on and so far that combination has worked very well. If things carry on as they have been, the World Cup is going to be a huge success not only for us, but for everyone.

Silvia Neid: While Steffi expects us to perform, and rightly so, she is of course aware that we can't play well all the time. It depends on the opponents. The important thing is that the crowd feel that we, the team, always give our best and try to play attractive football. One thing we never lack out on the pitch is passion. We lost 1-0 against the USA in Augsburg, but the fans still applauded the performance because they knew that we'd given our all.

still lagging behind somewhat. We need to make sure that the gulf between international and Bundesliga matches doesn't widen any further and that's going to require the help of everyone. At the end of the day, all the players in the national squad play week in, week out in the Bundesliga.

"The U-20 World Cup is of huge importance"

How can the women's national team support the OC's preparations for the FIFA Women's World Cup 2011 over the coming year?

Silvia Neid: We've got some very strong opponents planned for our first two home games. First up are the highly-talented Korea DPR, followed by Sweden in April. We want to assess the levels of the individual players and see how they match up against world-class opponents. If I sense any of our players thinking that these games are meaningless or not giving 100 per cent, then their futures with the national team will be short-lived.

Steffi Jones: Our national team is the main attraction heading into the World Cup in 2011. They're the ones in the spotlight. The more experienced players in the squad need to set an example and take responsibility not only on the pitch but also as worldwide ambassadors of the sport. We've already made some giant steps in terms of recognition for the national team, but the Women's Bundesliga is

How important a role will next year's FIFA U-20 Women's World Cup play ahead of the first Women's World Cup in Germany, Silvia Neid?

Silvia Neid: The U-20 World Cup is of huge importance. I'm really excited to see how our players perform. I'm convinced that Maren Meinert will put out a strong side, but the individual players will need to show their strengths and their will to win. If they do, then there could be a place for them in next summer's World Cup squad. I'm expecting great things from this group of players, but they need to prove that they can perform at the highest level and deal with the pressure.

Steffi Jones: It will be our job to set the stage properly for this tournament too. We don't consider the U-20 World Cup a precursor to 2011...

Silvia Neid: ...the players deserve more than that. The U-20 tournament is a major event in itself...

Steffi Jones: ...It's not a taster for next summer, it's a major event at which there will be plenty of great football on display. It's important that we increase the focus on the U-20 World Cup in the lead-up to the tournament and that the players, who I must say always conduct themselves excellently, assume the roles of ambassadors in the four host cities. Obviously their goal is to make the full national squad one day, but they should feel honoured to be playing at a FIFA U-20 World Cup in their home country.

Does it irritate you when the significance of women's football is called into question?

Silvia Neid: I don't think we get that very often these days. What more can we do to promote women's football? We've won the World Cup twice and the European Championships seven times, not to mention three bronze medals at the Olympics. We're going from strength to strength, but obviously the men's game takes precedence at the moment. Nonetheless, it's sensational how far women's football has come over the past 25 years.

Steffi Jones: We have our own unique profile now, that's the most important thing.

Silvia Neid: Exactly! And we have different fans to the men's game.

Steffi Jones: Silvia's absolutely right - and she's played a major part in that development. If you look at where we are now, not in comparison to the men's game but in terms of our own development, we've made unbelievable progress.



Over 55 per cent of people are aware that the FIFA Women's World Cup is taking place in Germany in 2011. Does this mean that the German FA (DFB) can expect continued enthusiasm for women's football beyond 2011?

Silvia Neid: Football is the number one sport among both men and women these days. It was tennis back in the glory days of Steffi Graf because she was such a great example to young women. Now it's football. We're working hard to make sure it stays that way up to and beyond 2011, and the World Cup will have a major influence on . Whether that will be the case afterwards is impossible to predict at the moment. The popularity of the women's game will undoubtedly be boosted by the World Cup, that's why we were so desperate to host it in Germany.

Steffi Jones: We'll be aiming to further improve the structure of women's football over the next few years and hopefully the Bundesliga will become professional one day. In terms of the national team, the support we receive from the DFB could not be better.

Silvia Neid: Professionalization, that's the key word here. We're already at that level in the national team, but now we need to work on improving conditions in the women's Bundesliga. It can't be right for a Bundesliga manager to have no assistant, have to share their training pitch with the reserves, have no team doctor, and no goalkeeping coach.

What kind of headlines are you hoping for after the World Cup final on 26 July 2011?

Silvia Neid: I'd love it to be: "Germany complete World Cup hat-trick!"

Steffi Jones: If that's the case it would be a dream come true for me too. Of course it would be great to read about a wonderful atmosphere with full houses at all the matches thanks to some excellent organisation by the OC, too. I think the media would probably mention this, but we at the OC know that our job is to build the stage. The people who belong there are the players, not only the German ones, but also all the other squads who have qualified for the World Cup with their respective nations. They're the ones who have the opportunity to shine, not us organisers.

Interview: Wolfgang Tobien



Ticketing for the FIFA Women's World Cup 2011: Great offers for grass-roots clubs from February

Even the 'Kaiser' has tickets.

The FIFA Women's World Cup 2011 in Germany is garnering more and more interest by the day, as proven by the first ticket sales phase in recent weeks. Demand is high, so anyone hoping to enjoy the first-ever FIFA Women's World Cup live should order tickets now to avoid disappointment. From February 2010, clubs at grass-roots level will have the chance to order group tickets at a discounted price. "I've already got my tickets for 2011," said Franz Beckenbauer. Wolfgang Tobien describes how the 'Kaiser' has been actively supporting the work of the Organising Committee.

Franz Beckenbauer was a defender "by nature,"

as he puts it. Thanks to his creativity and tactical awareness, however, he was also one of the greatest attacking players of his generation. Rarely has there been a player able to open up a game and turn defence into attack with such ease as the former Bayern Munich sweeper. Now the 'Kaiser' is

once again on the offensive, this time as part of the FIFA Women's World Cup 2011 ticket sales campaign, which started at the end of October.

"All the fans that came to the World Cup in 2006 will come again," explained Beckenbauer full of confidence. As a member of FIFA's Executive Committee, the world governing body for World Cup tournaments, Beckenbauer knows what he's talking about and emphasised that the first Women's World Cup in Germany – like the men's edition in 2006 – could indeed be the country's last for a while: "There are so many candidates lining up to host major FIFA events that Germany probably won't get another World Cup for another three or four decades. That's why I made sure I got my tickets for 2011."

Beckenbauer's efforts and optimism have been a major factor in the success of the first sales phase. The current sales period, which runs until 31 January 2010, offers the city series tickets and has far exceeded expectations: Over 160,000 tickets had already been allocated by mid-December. "Our city series tickets, which entitle the holder to attend all matches hosted in a particular city, have turned out to be a massive success. We're delighted to see the huge amount of interest shown by fans in the Women's World Cup 2011," said OC President Steffi Jones. "Our sales strategy of aiming the city series tickets at residents of the host cities and offering families and children discounted prices has completely paid off."

The second sales phase, beginning at the same time Germany take on Korea DPR in Duisburg on 17 February 2010, will be aimed specifically at those involved in the game at grass-roots level. The aptly named Twenty11 tickets will be targeted at clubs under the organisational umbrella of the DFB and feature extremely competitive ticket prices for women's football's biggest tournament. For example, a group of at least 11 people would receive a

discount of 20 per cent per person on every ticket. A group match in the cheapest category can therefore be seen live in the stadium for just nine euros.

"We weren't in a position to make these kinds of offers in 2006. This time we want to show clubs at grass-roots level just how important they are to us," said Ulrich Wolter, OC General Coordinator. Wolter is of course referring to the 26,500 clubs governed by the DFB and hoping that by the end of the second sales phase on 30 June 2010, another 100,000 tickets will have been sold.

In other words, before the final whistle blows at the men's FIFA World Cup Final in South Africa and the individual tickets for the women's tournament go on general sale, including those for the opening match in Berlin on 26 June and the Final in Frankfurt am Main on 17 July 2011, around 300,000 – or almost half – of the 700,000 available tickets could already have been sold. "If we could sell that many a whole year ahead of the tournament it would be a massive achievement and would prove just how much the women's game has grown over the past few years. Around 55 per cent of the German population are aware of the tournament now," said OC media officer Jens Grittner. >>

"Our sales strategy has paid off"



Ticket boom:
Steffi Jones and Franz Beckenbauer are delighted at the number of ticket orders on <http://www.fifa.com/germany2011>

Steffi Jones set the bar high at the beginning of the year: "We're aiming to sell out all 32 World Cup matches so that the stadiums are absolutely packed," said the OC President. In view of the successes of the past year, those targets are far from impossible. Encouraging ticket sales figures, an impressive number of volunteers including 4,000 applications from over 70 different nations, as well as the record attendance of 45,000 for the women's international match against Brazil on 22 April in Frankfurt and then the 28,367 sell-out against USA in Augsburg all serve as a taster of what is to come in 2011.

All the teams have earned the right to play in packed stadiums

"Filling the stadiums is not only a financial challenge, it's also our duty to ensure that the atmosphere in the stadiums befits the magnitude of the event. 16 of the best women's teams in the world will be joining us in 2011 and every one of them has earned the right to perform on a spectacular stage. We're doing our best to make sure that there are plenty of activities and entertainment so that families have plenty to do around the stadiums before and after matches," said DFB general secretary Wolfgang Niersbach. "All our preparations are on track, but we can't sit back and pat ourselves on the back just yet – there's plenty more work ahead."

So even Franz Beckenbauer's work is not yet complete - the 'Kaiser' must now turn his attention to promoting the Twenty11 tickets.



Giant poster:
Ariane Hingst, Wolfgang Niersbach
and Steffi Jones



Volunteers 2011:
4,000 applications from over 70 countries

Huge anticipation among the helpers

At 74, Willy Fischer is the oldest of the applicants for the FIFA Women's World Cup 2011 volunteer programme. The German pensioner is chairman of his local football club in Gorbheimertal having previously spent his career as a bank clerk. Now he can't wait to get involved at the FIFA Women's World Cup 2011, and neither can all the other volunteers, who got their first taste of the action at the women's international match between Germany and the USA on 29 October. Fischer himself has already gained experience working at major events as a volunteer, however.

"I was a volunteer in the hospitality areas in Kaiserslautern at the World Cup in 2006 and

then in Basel at EURO 2008. I'm very much looking forward to experiencing the Women's World Cup 2011 first hand. It's going to be a wonderful tournament and I think it's great that the female players are going to be the centre of attention. I can speak English, so I'm looking forward to greeting guests from all over the world," he said.

A total of 15,000 volunteers contributed to the positive worldwide image of the 2006 FIFA World Cup by assisting fans, officials, teams and media representatives alike. According to current figures, another 4,000 are set to be a part of the FIFA Women's World Cup in 2011.



Volunteers as a group
and in action

"The World Cup
is a true
community event"

Candidates from over 70 nations, including Australia, Benin and Jamaica, have already applied to take part in the volunteer programme. They cover over 40 languages including Afrikaans, Korean, Persian and Swahili. Each host city requires around 400 volunteers, so the OC is expecting to make use of around 4,000 for the FIFA Women's World Cup in 2011, as well as a further 1,000 for the FIFA U-20 World Cup the year before.

"We simply wouldn't be able to do it without the help of volunteers. The volunteer programme for 2006 was fantastic and I'm delighted that so many people from all walks of life are willing give up their time to help make the Women's World Cup a huge success too. It's the volunteers who have direct contact with guests, so it's up to them to provide a warm, cheerful and friendly atmosphere at the

Women's World Cup. They might be unpaid, but they're absolutely priceless," said Steffi Jones.

OC President Jones is joined as a patron of the volunteer programme by German film star and member of the board of trustees of the FIFA Women's World Cup 2011 Joachim Fuchsberger. "Personally I think it's sensational that a sporting event can bring so many members of the community to work together. The best thing is the variety of people – old and young, from priest to professor and from student to managing director – who have taken the time to get involved at the Women's World Cup. The volunteer programme proves that the World Cup is a true community event," explained the entertainer.

Stephan Eiermann

Requirements:

Volunteers must be 18 years of age at the time of the tournament and have a good command of the German language as well as a basic knowledge of English. Applications for the volunteer programme can only be made via the official website.

Volunteer functional areas:

- Accreditation
- Welcome and Information Services
- Hospitality
- IT and Telecommunications
- Logistic Services
- Marketing
- Media & Communications
- Protocol Services
- Ticketing
- Transportation
- Tournament & Match Organisation
- Volunteer Management

The selection process:

The application period started on 29 October 2009 and runs until February 2011. You can register online at fifa.com.

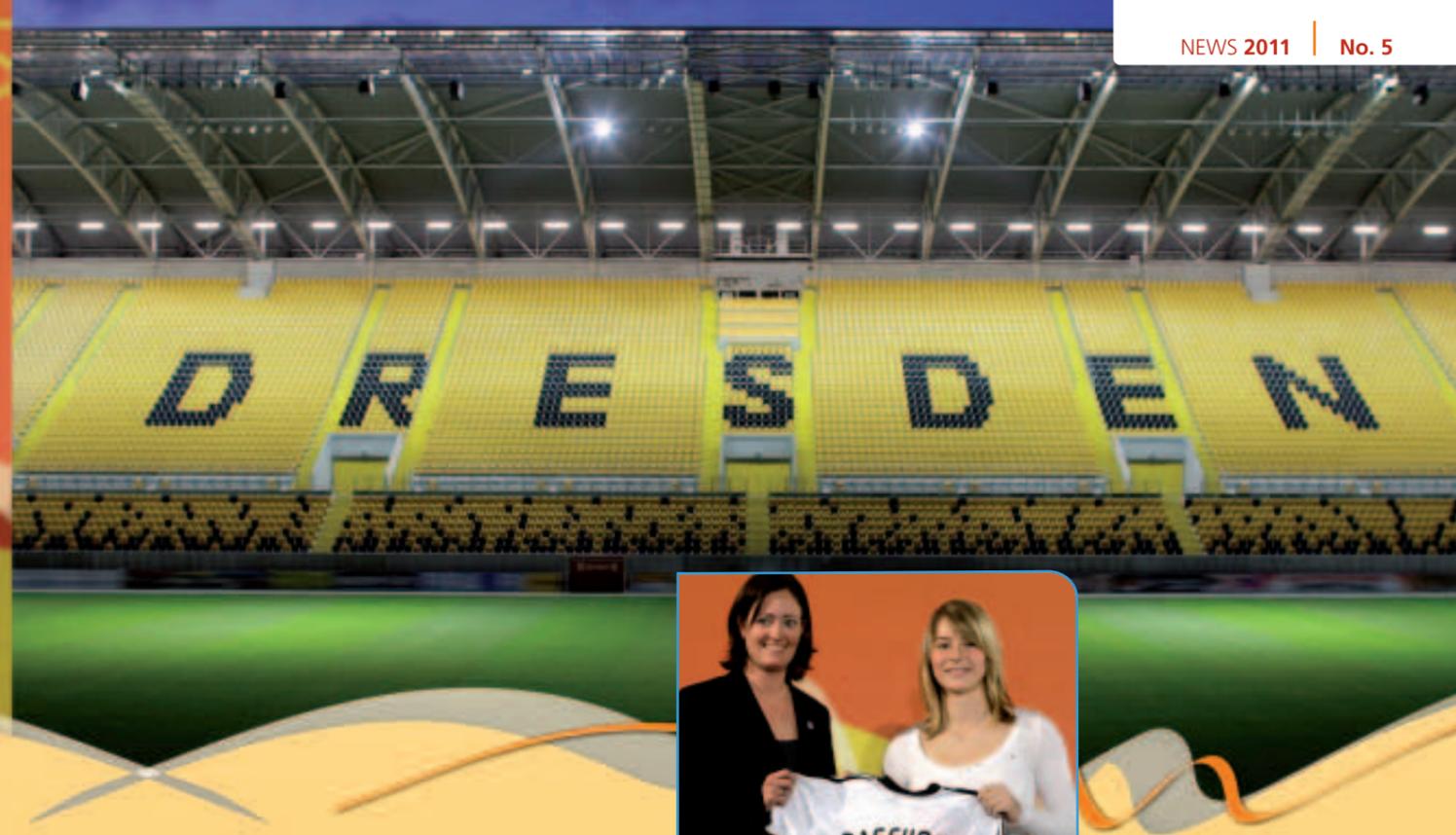
Applicants will be invited to a personal interview between February 2010 and March 2011. The purpose of these interviews is to give us an opportunity to learn about the candidates' motivations and to discuss their preferred functional area. The interviews will take place in the host city where the volunteer wishes to work. The volunteers will then be selected.

The first recruitment phase is also open for volunteers hoping to help at the FIFA U-20 Women's World Cup, which takes place between 13 July and 1 August 2010 in Augsburg, Bielefeld, Bochum and Dresden. The selection process for the FIFA Women's World Cup 2011 ends in April 2011.



All smiles in Dresden:
Matthias Sammer, Steffi Jones
and Stephanie Stumph

Countdown event at the Rudolf-Harbig-Stadion:
FIFA Women's World Cup fever kicks off in Saxony



Signpost to 2011:
OC ambassador Renate Lingor and U-20
international Marie-Louise Bagehorn

Matthias Sammer and Stephanie Stumph: ideal ambassadors for Dresden

With exactly 577 days to go before the first-ever FIFA Women's

World Cup to be held in Germany kicks off, the Dresden World Cup Arena got its first taste of what is to come when around 250 guests from the worlds of sport, politics, media and business arrived for the 'World Cup Countdown' event in the VIP lounges of the Rudolf-Harbig-Stadion. OC President Steffi Jones, DFB Sporting Director Matthias Sammer and DFB General Secretary Wolfgang Niersbach also attended to help drum up the excitement ahead of 2011, while the DFB and FIFA Women's World Cup 2011 Local Organising Committee used the event as an opportunity to announce two more surprises for football fans in Saxony.

"Dresden will be hosting a women's international match next year in preparation for the Women's World Cup 2011. On 22 April, Silvia Neid and her team will take on Sweden at the Rudolf-Harbig-Stadion to help promote the World Cup host city of Dresden," announced Niersbach.

The final draw for the FIFA U-20 Women's World Cup will also take place in Dresden on the same day, as confirmed by OC President Steffi Jones. It will be the first of several highlights on the road to the FIFA Women's World Cup 2011 for women's football fans across

the country. One such example is the FIFA U-20 Women's World Cup, a world-class tournament in itself, which will give supporters the chance to experience the stars of tomorrow in some top-class stadiums. A total of 16 teams will be battling it out to claim one of the most important trophies in women's football.

"The city of Dresden is very much looking forward to the match, the final draw and the two World Cups. The city will be doing its very best to ensure a thrilling World Cup atmosphere. The World Cup will put Dresden back on the football map and boost the city's reputation as a sporting centre. We're looking forward to

welcoming all the guests that come here," said Dresden's mayor Helma Orosz.

Also stirring up the enthusiasm ahead of the FIFA Women's World Cup in Dresden on both a local and regional level are the host city ambassadors – actress Stephanie Stumph and DFB sporting director Matthias Sammer. "I'm convinced that we're in store for a real football festival here in Dresden. It's amazing how far women's football has come over the past few years. Through my work at the DFB, I've realised how meticulously the people involved in women's football work and they deserve a lot of respect for their efforts. I was delighted

to get the chance to do something for my home town, especially as it meant I could come back here more often," said Sammer. "It was an easy decision to make when I was asked to take on an ambassadorial role for the city. I want to experience everything that happens here in 2010 and 2011 first hand. Dresden is my home town and I'm absolutely certain that we're going to be great hosts," added Stumph. >>

FIFA World Cup to put Dresden back on the football map



2011 ambassadors: Karl-Heinz Riedle for Augsburg
...Dunja Hayali and Rainer Bonhof for Mönchengladbach

The duo were officially appointed at the count-down event by OC President Steffi Jones, who handed over an ambassadorial badge and a FIFA World Cup kit to her new campaigners. "I'm very proud that we've managed to find such fantastic representatives to be the face of the Women's World Cup 2011 in Dresden. Stephanie Stumph and Matthias Sammer are icons in the region. They're Dresden through and through," said the OC President.

Every host city at the FIFA Women's World Cup 2011 will be represented by a pair of ambassadors, many of whom boast a wealth of ex-

perience and success at the highest level of international sport and, in particular, football. Between them, the ex-internationals among the ambassadors amassed a total of 635 international caps.

Other host city ambassadors include Franziska van Almsick and Hansi Flick for Sinsheim, Dunja Hayali and Rainer Bonhof for Mönchengladbach, Shary Reeves and Dariusz Wosz for Bochum, Britta Carlson and Roy Präger for Wolfsburg, Britta Heidemann and Bernd

Schneider for Leverkusen, Sandra Smisek and Charly Körbel for Frankfurt, as well as Magdalena Neuner and Karl-Heinz Riedle for Augsburg. Former women's international Kerstin Stegemann and TV presenter Oliver Welke will also be working as representatives for FIFA U-20 Women's World Cup host city Bielefeld, while USA legend Mia Hamm is the international ambassador for the FIFA Women's World Cup 2011.

Stephan Eiermann

...Roy Präger and Britta Carlson for Wolfsburg



...Bernd Schneider and Britta Heidemann for Leverkusen



...„Charly“ Körbel and Sandra Smisek for Frankfurt



Electric: a wonderful atmosphere at the Augsburg Arena



Successful countdown event followed by sell-out USA international

A wonderful evening at the Augsburg World Cup Arena

29 October 2009, or 604 days before the start of the FIFA Women's World Cup 2011, was a big day for the city of Augsburg:

The friendly international match between FIFA Women's World Cup holders Germany and Olympic champions USA at the brand new Augsburg Arena stadium marked the start of the countdown for the FIFA Women's World Cup in earnest, as well as serving as a rendezvous for a host of international stars and guests, not least the most successful female footballer of all time, Mia Hamm. Even Philip Murphy, a renowned women's football fan and the new USA ambassador to Germany, arrived

in Berlin with his family (see interview p. 38/39). Meanwhile, two well-known faces from the most southern of the World Cup host cities – Karl-Heinz Riedle, a FIFA World Cup winner with Germany in 1990, and Magdalena Neuner, the famous biathlete – were also named as FIFA Women's World Cup 2011 ambassadors. At the request of OC President Steffi Jones, Mia Hamm took on the role of international ambassador for the tournament (see p. 20/21).

The match itself turned out to be the perfect advertisement for women's football. The sell-out 28,377 crowd made for a marvellous atmosphere at the Augsburg Arena, which is set

to host four FIFA Women's World Cup matches between 29 June and 10 July 2011 and also the FIFA U-20 Women's World Cup in 2010. Dr Rainer Koch considers the positive response an excellent sign for the first ticket sales phase, which also began on the same day.

Dr Koch, who alongside his role as President of the Bavarian Football Association also works in the DFB's legal department, was asked to take the role of Regional President of the OC satellite office in Augsburg. The nine other regional presidents of the various OC satellite offices recently convened in Frankfurt am Main for their first general meeting.



Gregor Derichs



Magdalena Neuner

World Cup ambassador with an Olympic mission

Olympic biathlete Magdalena Neuner, ambassador of Bavaria's only host city at the FIFA Women's World Cup 2011, has already set a major target of her own for 2010: the Olympic Games in Vancouver. It is of course the only major event that the 22-year-old is yet to win. "The count-down has started and I can't wait for the first world cups. I think I've done well in training and I can't wait to show everyone what I can do," said Neuner.

It did not take long for the young Bavarian to scale the summit of her sport, a feat that quickly earned her the nicknames Turbo Lena, Miracle Runner and Gold Lena. Her list of achievements and medals is never-ending, but the highlights include six gold medals at the World Championships in 2007 and 2008, 11 World Cup victories and Overall World Cup winner for 2007/2008. Magdalena was also voted German Sportswoman of the Year in 2007.

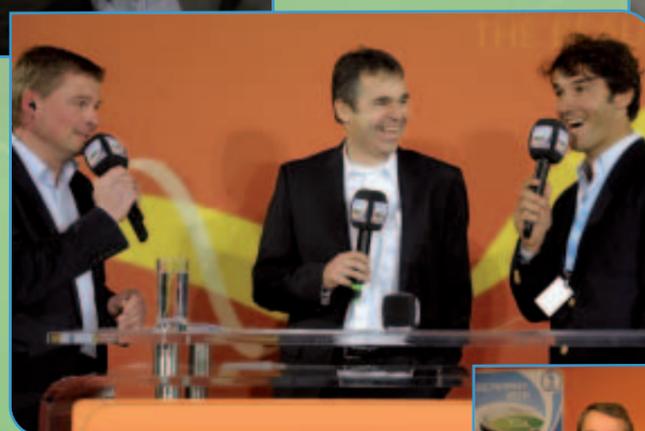
Neuner enjoys all sports, and football is no exception. As a keen player of the game in her spare time, the ambassador for the FIFA Women's World Cup 2011 host city of Augsburg fully appreciates the recent success of the German women's team.

"I can't wait for the World Cup in Germany in 2011, and especially the matches in Augsburg, because it gives us another opportunity to host a major international event. The Women's World Cup will prove just how big women's football is in Germany," said Neuner.

Stephan Eiermann



The OC boss in Augsburg: Dr Rainer Koch between Hannelore Ratzeburg and Steffi Jones



Good time trio: Jens Grittner, FC Augsburg sporting director Andreas Rettig and "Kalle" Riedle



Mixed double: Green Party Chairwoman Claudia Roth and Wolfgang Niersbach.



Karl-Heinz Riedle

'Air' Riedle goes back to his roots

His 18 goals shot Werder Bremen to the top of the Bundesliga in 1988.

In 1990 he made four appearances en route to FIFA World Cup glory in Italy. He won the Bundesliga in 1995 and 1996 with Borussia Dortmund before notching two goals in the 3-1 Champions League final victory over Juventus in 1997. His career took him to Italy's Serie A with Lazio and England's Premier League with both Liverpool and Fulham, not to mention a 42-cap international career which saw him take part in a second FIFA World Cup at USA 1994 following a UEFA European Championship final in 1992 in Sweden. His most recent role was that of sporting director at Swiss club Grasshopper Zurich until early 2008. During his 15-year career as a player, Karl-Heinz Riedle rated as one of the best headers of a ball in Europe, earning the nickname 'Air' Riedle in honour of his astounding aerial ability.

As a FIFA Women's World Cup ambassador for the host city of Augsburg, where he played for the youth and amateur teams for four years between 1982 and 1986, Riedle is heading back to where it all began. "I'm glad to be able to take part in such a great project because I think it's fantastic what's happening with women's football at the moment. I've always had a soft spot for Augsburg," said the 44-year-old. "FC Augsburg was a great springboard for me and an important step in my professional career." Riedle explained how he has never lost touch with the club since those early days and pointed out that his former employers made use of his four-star sports hotel for their training camps in 2007 and 2008. Riedle also organises football holiday camps for both girls and boys at the Karl-Heinz Riedle Soccer Academy.

Wolfgang Tobien



Aerial battle: Abby Wambach and Simone Laudehr

PR trio for Augsburg: Wolfgang Niersbach with FIFA Head of Women's Competitions Tatjana Haenni and Augsburg's mayor Kurt Griebel



In possession: Linda Bresonik

The presidents of the Organising Committee branch offices:

FIFA Women's World Cup 2011:

- Berlin:** Bernd Schultz, president of the Berlin FA
- Frankfurt:** Rolf Hocke, president of the Hessen FA
- Leverkusen:** Alfred Vianden, president of the Middle Rhine FA
- Mönchengladbach:** Walter Hützen, president of the Lower Rhine FA
- Sinsheim:** Ronny Zimmermann, president of the Baden-Württemberg FA
- Wolfsburg:** Karl Rothmund, president of the Lower Saxony FA

FIFA Women's World Cup 2011 and FIFA U-20 Women's World Cup 2010:

- Augsburg:** Dr Rainer Koch, president of the Bavaria FA
- Bochum:** Hermann Korfmacher, president of the Westphalia FA
- Dresden:** Klaus Reichenbach, president of the Saxony FA

FIFA U-20 Women's World Cup 2010:

- Bielefeld:** Hermann Korfmacher, president of the Westphalia FA



Women's football legend Mia Hamm takes international ambassador role for FIFA Women's World Cup 2011

The face of a fantastic tournament

29 October 2009 was a particularly important day for OC President Steffi Jones. Ahead of the women's international match between Germany and USA at the Augsburg Arena, her former team-mate Mia Hamm flew in direct from Los Angeles to assume her role as an international ambassador for the FIFA Women's World Cup 2011. Hamm's twin daughters Ava and Grace, as well as her husband, baseball star Nomar Garciaparra, accompanied her on the trip.

"No other female player has had such a positive impact on women's football as Mia Hamm. Aside from her incredible talents on the pitch, she is also a real team player off it,

as well as a wonderful role model in society – as I found out when we were together at Washington Freedom in the Women's Professional Soccer league in the USA. I'm honoured to be able to welcome such a huge personality into our team. With her history of success and iconic status, I'm sure she's going to prove a major asset in our campaign to promote the Women's World Cup all over the world," said Steffi Jones as she introduced the American superstar at the Augsburg Arena.

Hamm, who has been a FIFA ambassador since 2005, commanded the attention of everyone present as she addressed the German fans in her acceptance speech: "It's a great honour for me to be given the role of international ambassador for the Women's World Cup. I'm convinced that the World Cup 2011 is going to set a new benchmark which the entire women's game will benefit from. I enjoyed the summer spectacle that was Germany 2006 as a fan and now I'm hoping to experience a similarly successful tournament in 2011 as an ambassador. It's a really special thing to be actively involved in women's football's show-piece event."

Even five years after the end of her playing career, Hamm is still one of women's football's biggest icons. The 37-year-old won the FIFA Women's World Cup in both 1991 and 1999 with USA, as well as gold medals at the 1996

and 2004 Olympic Games. Furthermore, she was voted FIFA World Player of the Year in 2001 and 2002 and was the only female footballer aside from Michelle Akers to be chosen by Pele in the FIFA 100 list of the 125 greatest living footballers.

After 275 international caps and 158 goals for the USA, Hamm ended her illustrious career in the summer of 2004. Since then she has founded the Mia Hamm Foundation and was immortalised as a silhouette on the logo of the Women's United Soccer Association, founded in March 2009.

The former striker has set some ambitious goals in her new role as an international ambassador: "The Women's World Cup 2011 is going to be a huge event for fans all over the world. As an international ambassador, I'll be doing everything I can to get fans over to Germany and I'm sure that we'll be welcoming many international guests at the World Cup, especially from the USA and Scandinavia. The 2006 World Cup proved that Germany are fantastic hosts and having attended the big match in Augsburg, I know that the atmosphere in the stadiums is going to be amazing."

David Noemi

Quotes on Mia Hamm's appointment:

"USA star Mia Hamm appointed international ambassador"
Bild, 30 October 2009

"It's the first time since her retirement five years ago that Hamm is making an appearance in the women's international football scene"
Süddeutsche Zeitung, 29 October 2009

"It was a meeting of seismic proportions. German women's football icon Steffi Jones, now established as the Women's World Cup 2011 Local Organising Committee President, made the most of her contacts in the game by flying in Mia Hamm for the classic international match between Germany and Olympic champions USA"
Frankfurter Rundschau, 30 October 2009

"Former USA captain and two-time FIFA World Player of the Year Mia Hamm was appointed international ambassador for the FIFA Women's World Cup 2011 in Germany"
Associated Press, 29 October 2009

Sightseeing:
Steffi Jones with Mia Hamm
in Munich

FIFA Women's World Cup 2011 qualifying in full swing

Target Germany – room for just 15

The first tranche of tickets has been sold, the venues are well into the preparatory phase and the match schedule has been finalised. However, the identity of the 16 national teams set to contest the 32-match FIFA Women's World Cup in 2011 has yet to be determined. Apart from Germany, who qualify automatically as hosts, not one of the trophy hopefuls can yet be sure of a place at the global showdown.

tral America and the Caribbean, CONMEBOL in South America, UEFA in Europe and OFC in Oceania. The confederations are free to determine their preferred format for FIFA Women's World Cup 2011 qualifying.

The process has not yet started in Africa, North and Central America and the Caribbean, South America and Oceania, although in all cases, the next continental championship will also serve as the qualifying tournament for the 2011 finals.

In Europe, the qualifying race is already in full swing.

Starting on 19 September 2009, 41 nations joined battle in eight qualifying groups, chasing a total of four spots at the finals. A fifth UEFA nation will play off against the team finishing third in North and Central America and the Caribbean for one further place at the FIFA Women's World Cup.

In Asia, two preliminary rounds of the 2010 Asian Cup served as eliminators at the start of the contest for a total of three FIFA Women's World Cup starting places. The second qualifying round in July 2009 saw Thailand, Myanmar and Vietnam finish as group winners. The trio now join seeded teams Korea DPR, China, Japan, Australia and Korea Republic for the finals in China from 19 to 30 May 2010. The top three teams qualify for Germany.

FIFA comprises 208 member associations, organised into six confederations: AFC in Asia, CAF in Africa, CONCACAF in North and Cen-

tral America and the Caribbean, CONMEBOL in South America, UEFA in Europe and OFC in Oceania. The confederations are free to determine their preferred format for FIFA Women's World Cup 2011 qualifying.

The African women's championship comprises two preliminary rounds in winter 2009 and spring 2010, and a finals tournament in October 2010, with the winners and the runners-up both heading for Germany the following summer. Nigeria are the continent's most successful team with seven victories to date. However, the 2008 event ended in a maiden triumph for hosts Equatorial Guinea, while the Black Queens of Ghana also entertain realistic hopes of making the 2011 finals.

The Women's Gold Cup is the name of the CONCACAF championship, with the winners and runners-up both sealing a place in Germany. The team coming in third is offered a second bite of the cherry in a play-off against

the fifth-placed finishers in Europe. Six-time Gold Cup winners USA again start as overwhelming favourites, although both Canada and Mexico will do their utmost to upset the established order.

The top two at the South American qualifiers (Sudamericano Femenino) will go forward to the FIFA Women's World Cup. The continent's traditional footballing giants Brazil and Argentina certainly rate as favourites, although an exciting young Chile team and Colombia could yet cause an upset.



Targeting Germany 2011:
National players from Sweden and Norway (left), Italy and England (2nd from left), Japan (centre top), Mexico (centre bottom) and Brazil (right)



The winners of the OFC Women's Nation Cup in October 2010 will progress to the global showdown in Germany the following year. New Zealand will almost certainly be the team to beat.

Back in Europe, early results from the qualifying groups offer a few hints as to the lead contenders for the places on offer at the FIFA Women's World Cup 2011. France, Norway, Spain, England, Russia, Italy, Finland and Sweden have won all their games so far.

One of the most interesting clashes took place in Group 1, when France renewed acquaintances with Iceland. The pair met at the group

Abbreviation	Confederation	Starting places
AFC	Asian Football Confederation	3
CAF	Confédération Africaine de Football	2
CONCACAF	Confederation of North, Central America and Caribbean Association Football	2,5
CONMEBOL	Confederación Sudamericana de Fútbol	2
OFC	Oceania Football Confederation	1
UEFA	Union des Associations Européennes de Football	4,5

stage in both the qualifying and at the finals of the recent UEFA Women's Euro in Finland. The most recent match-up ended in a comfortable 2-0 victory for the French, who moved to the top of the section.

The first phase in the UEFA qualifying competition runs until August 2010. The eight group winners will then be drawn into four home and away play-offs, scheduled for 11 to 16 September 2010. The four winners go forward to the 2011 finals in Germany. The four losers

then enter a new play-off round for the chance to meet the nation finishing third at the Women's Gold Cup. The winners of that fixture claim the final starting berth at the FIFA Women's World Cup 2011.

The division of the 16-strong starting field for the finals into groups, which in turn determines which nations will play when and where, will be determined at a Final Draw ceremony, a gala event similar to the draw for the 2006 FIFA World Cup™ and scheduled to be held in December 2010.



KOREA DPR



World-class team from Asia meets Germany on 17 February 2010 in Duisburg

Young, quick, tireless and successful

For many years now, Korea DPR has been a powerhouse of the women's game.

Still a puzzling and problematic piece in the global political jigsaw, North Korea rates as a leading nation in women's football. German fans are set for a taste of the Koreans' undoubted quality on 17 February 2010 in Duisburg when Germany open their international programme for the year against the nation currently lying fifth in the FIFA world ranking. "Women's World Cup venues Mönchengladbach, Bochum and Leverkusen are all very close to Duisburg, so we're hoping to promote the tournament by playing high-class opposition there. Naturally, the match is also an important pulse check for our team," explained DFB vice-president Hannelore Ratzburg.

Back in 1966, North Korea's men sensation-ally knocked Italy out of the FIFA World Cup in England, but the women's team long ago eclipsed their male counterparts. Their fifth

place in the world ranking means they are ahead of leading European nations such as Norway, England, Denmark and France, and no-one seriously questions their status among the global elite. The FIFA Women's World Cup 2007 was Korea DPR's third successive appearance at the global showdown. After exiting at the group stage in 1999 and 2003, they made it to the quarter-finals in China but fell to eventual world champions Germany.

USA, a 2-0 win over Nigeria, and a 2-1 defeat to Sweden, the Asians adopted a shoot-on-sight policy, never missing an opportunity to let fly at goal. Working off a well-organised defensive platform, they switched from defence to attack in the blink of an eye, favouring a high-tempo, precise passing game. The team was well-drilled and tactically disciplined.

The highly advanced youth development work clearly extends to all age groups. In 2008, the Koreans triumphed at the inaugural FIFA U-17 Women's World Cup in New Zealand. Just a few weeks later, at the U-20 finals in Chile, the 2006 winners again made the final, although retaining the trophy proved just beyond them as the USA secured a tight 2-1 victory. Germany finished the tournament third with France in fourth.

Tireless runners who shoot on sight

"They keep running for 90 minutes. They'll charge back and tackle down by their own corner flag, they're back on their feet in an instant, and the next thing you know, they're in the opposing penalty box," said Germany defender Sandra Minnert with a hint of awe in her voice. "They never stop running, but never appear to tire either," added striker Sandra Smisek. In their group games, a 2-2 draw with

Another reason why the best coaches and leading experts in international women's football speak of the North Koreans with the greatest respect is their immensely successful youth development programme. The Koreans won the trophy at the FIFA U-20 Women's World Cup 2006 in Russia, beating U-19 world champions Germany in the semi-finals and thrashing China PR 5-0 in the final in Moscow. "North Korea was the outstanding team. They were far, far further in terms of development than any other team," reflected Germany coach Maren Meinert. Six of the winning squad from 2006 featured at the FIFA Women's World Cup 2007 in China. Korea DPR are already regarded as favourites for the FIFA U-20 Women's World Cup from 13 June to 1 August 2010 in Germany.

As a result of its global success, North Korean girls' and women's football rates as relatively familiar, but many aspects of the secretive country remain shrouded in mystery. Korea DPR is still effectively sealed off from the rest of the world, although there have been occasional signs of greater openness recently. In the 1960s and 70s, the People's Republic of China practised what was coined ping-pong politics, using the national sport of table-tennis as the vehicle to establish tentative contact with other nations and gradually break out of a self-imposed isolation. Some 40 years later, football is playing a similar role for the Koreans.

On the other hand, the veil is not often lowered far or for long. At the FIFA Women's World Cup 2007, assistant coach Kim Pong Il had to be repeatedly cajoled before revealing a few titbits of information. Talent for the game was uncovered via sports programmes in kindergartens and schools, made available free of charge to all, the coach explained. The elite women's players had received some coaching from members of the 1966 FIFA World Cup team, who had gone on to become coaches. All the immense effort was in the cause of national pride. "Our players don't do it for money, they do it for their country," Kim Pong Il declared.

Two years later, there is evidence of gradual change. A North Korean male youth team toured Germany in November 2009, and the senior men's team went to France for a summer training camp. The most unexpected development of all came in May 2009: the Korea DPR football authorities despatched Jon Myong Hwa and Kim Un Hyang, the two best players from the winning team of the FIFA U-17 Women's World Cup 2008, to German champions Turbine Potsdam. Both are now under contract at the club, where they are rapidly gaining experience and will be expected to make a big contribution to their national association's ultimate goal: a Korea DPR triumph at the FIFA Women's World Cup 2011 in Germany.



Breaking clear:
Birgit Prinz beats two
Korea DPR defenders



Celebrating a goal
the Korean way



TINA'S TALENTS: MARINA HEGERING

"A leader with an immense will to win"

The U-20 Women's World Cup represents your next major challenge on the international stage. How strong are Germany, in your opinion?

Marina Hegering: I think we have a very strong team, although we do suffer ups and downs, which is something we simply need to get under control. But we're specially strong when we attack.

It came as a big surprise when you failed to survive the group stage at the UEFA U-19 European Championship earlier this year. How have you dealt with the disappointment?

Marina Hegering: I want to learn from it. We've spoken about what happened, and agreed on how we intend to make up for it. We want to translate our thoughts into action and – with an eye on 2010 of course – do all the right things.

Tina Theune: What does that mean in practical terms? As team captain, have you talked all this through with the other players?



Talking shop:
Tina Theune and
Marina Hegering

Marina Hegering: I'm looking to take on more responsibility. I want to get more involved in our attacking moves in an even more creative role, and I also simply want to raise my voice more often on the field. After our second match in the EURO, we got together at our hotel and talked through the situation.

In 2008, you were a member of the squad for the U-20 Women's World Cup in Chile, where Germany finished third. What's your most abiding memory of the experience?

Marina Hegering: The whole event was just a tremendous experience. It was my first World Cup and it was really unique. I didn't realistically think I'd be playing every match from the start. The atmosphere was fantastic, the stadiums were almost always full and the mood at the event was wonderful. It was a lot of fun, despite the high temperatures.

Tina Theune: The best moment for me and for the players was the third-place play-off. They went over to the crowd at the end, and

somebody started it all off by tossing an object into the crowd - and the fans tossed something back. A flower, a flag, somebody threw a glove, and it was just going back and forth. A sort of hello and goodbye ritual!

Marina Hegering: The people there were just great. Everyone waved at us on the bus transfers to the stadiums. They cheered for everyone, regardless of their country. Chile came over exactly the way you want a host nation to come over.

You wore a rugby skull cap in the third-place play-off to protect an earlier injury. What was the reaction to that?

Marina Hegering: The team laughed at me at first, because it was obviously funny for them. But it was tough for me – it felt like it was 50 degrees out there. I remember my hair was soaking wet when we went in at half-time. I sweated so much, but at the end of the day, it meant I could play and the injury was protected. Basically, you're not supposed to play just a week after a head injury, but that's how it was, and I was delighted I took part.



TINA'S TALENTS: MARINA HEGERING

The DFB awarded Marina Hegering the gold Fritz Walter medal as best young women's player this year. Why was she chosen?

Tina Theune: Because she's captained the youth teams for many years now. And she earned these major successes last year: third place in Chile, and success with her club. She's emphatically not an intrusive character or an attention-seeker, she offers crisp and sharp leadership, crystal-clear tactical understanding, and enormous potential both in defence and attack. She has good vision and she's very quick to initiate moves. She could probably use just a touch more belief in herself, as she boasts this immense determination to win. She

occasionally scores from long range for her club. All in all, I reckon she's close to perfect!

You've already passed your Abitur exam for university entrance. What are your career goals?

Marina Hegering: I had a lot on my plate last year: the World Cup in Chile, the UEFA Cup and the DFB Cup, and studying for my school leaving exams. My parents made it possible for me to take a year off after all that. Now, I'm about to start on an internship, and after that I'd like to pass the sports aptitude tests at the sports university in Cologne or Bochum, and start studying in the next winter term.

You have a boyfriend who's also a footballer. Which of you is better?

Marina Hegering: It's definitely me! My boyfriend plays for a village side, and they all end up in the pub afterwards. It's all very relaxed and only for fun.

Marina Hegering in person

"I'd like to swap with Michael Ballack for a day"

Date of birth: 17 April 1990

Place of birth: Bocholt

Height: 1.70m

Weight: 63kg

Club: FCR 2001 Duisburg

Previous Club: DJK SV Lowick

Position: Defence/midfield

U-17 appearances: 21/14

U-19 appearances: 11

U-20 appearances: 6

Hobbies:

Meeting friends, going to town, cinema, inline skating, beach volleyball

Favourite food:

Grandma's Kevelaer (beef) soup and potatoes, done every conceivable way

Favourite music:

I basically listen to everything

Who would you most like to swap with for 24 hours?

With a professional footballer, Michael Ballack for example, to find out what life's like as a pro and what you do to cope with all the media attention. As an alternative, I'd like to swap with someone much older than myself, who's already seen what can happen to you in life.

What talent would you most like to have?

I wish I could play the guitar.

Where would you most like to go on holiday?

Anywhere! It would be terrific actually to have a holiday again.

Who's your footballing idol?

Mehmet Scholl

If there's no training session, you'll find me:

At my boyfriend's, or on a football pitch anyway

FIFA U-20 Women's World Cup in Germany:

Final Draw in Dresden in April

On 13 July 2010, Marina Hegering will be the first German player out onto the pitch at the Bochum World Cup stadium. The Germany captain will lead out her team for the pre-match formalities at the start of the third FIFA U-20 Women's World Cup.

Two days after the Final of the 2010 FIFA World Cup™ in South Africa, the festival spirit transfers to Germany, where the best young women's players will compete for the title of world champions from 13 July to 1 August 2010. Bochum, Augsburg, Bielefeld and Dresden are the four host cities for the FIFA U-20 Women's World Cup. The Final and the third place play-off will take place in Bielefeld, the only one of the cities which is not also a venue for the FIFA Women's World Cup 2011.

A year ahead of the 2011 finals, the FIFA U-20 Women's World Cup in Germany serves as an exciting prelude and appetiser for the main event the following summer, but it will also function as a dress rehearsal for the World Cup stadiums and the Organising Committee.

A starting field of 16 will contest a total of 32 matches. Germany, who qualify automatically as hosts, will definitely be joined by confirmed qualifiers Japan, Korea Republic, Korea DPR, England, France, Switzerland and Sweden. The four groups for the first stage of the tournament will be drawn on 22 April 2010 in Dresden.

The fans who flock to the FIFA U-20 Women's World Cup will be treated to exciting football in a party atmosphere. The tremendous success of the 2008 U-20 finals in Chile, where the average attendance reached an impressive 11,000, showed that the U-20 format stands on its own merits as a major sporting event. This is backed up by worldwide TV interest in the tournament: the FIFA U-20 Women's World Cup 2010 will be broadcast in more than 100 countries.



Role model:
"Thanks, Chile" for a wonderful FIFA
U-20 Women's World Cup 2008





31 January 2010
City series
ticket sales end

Sold under the slogan "witness all the games in your town", the first sales phase specifically targets fans and families living in close proximity to the venues. The overwhelming interest in this novel ticketing product is an accurate reflection of the passions aroused in the host cities by the FIFA Women's World Cup.

24 February – 3 March 2010

Algarve Cup

As in previous years, Germany coach Silvia Neid will use the top-class tournament in southern Portugal as a litmus test of her players' form, and for specific preparatory workouts. At the tournament, which traditionally attracts all the leading nations in the women's game, the Germans meet Denmark, Finland and China in the first round.

22 April 2010

Final Draw

A milestone on the road to the FIFA U-20 Women's World Cup. With ticket sales also launched today, the spotlight falls on Dresden as the location for the all-important group stage draw.

22 May 2010

Roadshow

Families and children take centre stage at FIFA U-20 Women's World Cup promotional days in the city centres of the four host cities. An extensive supporting programme and a range of interactive activities will help get fans in the mood for the sports highlight of the summer. The tour opens in Augsburg, before moving on to Dresden on 29 May, Bielefeld on 3 June, and Bochum on 5 June.

13 July – 1 August 2010

The appetiser

See the future of women's football here and now in Germany. As hosts of the FIFA U-20 Women's World Cup, Germany is delighted to welcome the best young women's footballers in the world. The tournament's exciting, high-tempo and attractive matches will provide a foretaste of the action at the following summer's FIFA Women's World Cup, and will inevitably throw up a clutch of rising stars destined to return to Germany in 2011.

29 November 2010

Final Draw

Rewind to 9 December 2005: the eyes of the footballing world turned to Leipzig. 200 million viewers tuned in for the 2006 FIFA World Cup group stage draw. The Final Draw ceremony for the FIFA Women's World Cup 2011 promises to be a similarly spectacular event. During the ceremony, at which the details of the match schedule and the potential paths of the favourites will be mapped out, the best 16 teams in the world will be drawn into four groups of four teams each.

Looking ahead to 2010

The appetiser: the FIFA U-20 Women's World Cup

The highlight: the Final Draw in December



17 February 2010

International friendly

Germany open their crucial match schedule for 2010 against Korea DPR at the MSV Arena in Duisburg. The match itself promises women's football of the highest calibre, but will also provide important insight for nearby FIFA Women's World Cup 2011 host cities Bochum, Leverkusen and Mönchengladbach.

17 February 2010

The Twenty11 ticket

Start of the second ticket sales phase: come as a team for a memorable group experience in the unique setting of a World Cup. 20% discount on a block booking for 11 persons. This simple formula is designed to appeal to DFB member clubs around the country, offering teams an unforgettable day out as a group.

22 April 2010

International friendly

After a lengthy absence, the world of international football returns to Dresden in 2010. The superb new Rudolf-Harbig-Stadion provides the venue as Germany take on Sweden, the fourth-ranked nation in the world. The clash between the long-term rivals promises not merely a thrilling spectacle on the field of play, but will also provide the organisers in Dresden with a first taste of the experiences in store at the FIFA Women's World Cup 2011.

22 May 2010

Out for revenge in the USA

The setting was worthy of a world event, but the result was less than optimal from a German point of view: back on 29 October 2009, a sell-out crowd at the Augsburg World Cup Arena saw world and European champions Germany take on Olympic gold medallists USA. The Germans were disappointed to lose 1-0 on their home patch, but Birgit Prinz and her team-mates now have the chance to set the record straight with the return match in the USA.

1 August 2010

Individual tickets

Tickets for all 32 matches at the 2011 finals go on general sale today. The first opportunity to purchase individual match tickets for the games featuring Germany, the opening match, and the final.

Further milestones in 2010:

- Unveiling of the sixth National Supporter
- Presentation of the Host City posters
- Presentation of the official tournament poster
- Presentation of the mascot

TEAM 2011

The German FA's schools
and clubs campaign

KSV Berstadt becomes first club to hit the gold standard –
in record time

Thorsten Fiala – Playmaker of TEAM 2011

The multi-talented official from KSV 1922 Berstadt in Hesse, which has around 320 members, symbolises the thousands of highly committed and devoted voluntary club staff who are aiming to help make TEAM 2011 the most successful such project in the DFB's history. Just five months after the launch of the massive campaign, the TEAM 2011 banner is already flying at more than 7,000 schools and club, signalling that they are on board as part of the FIFA Women's World Cup 2011.

After 439 appearances for KSV Berstadt, Fiala had to hang up his boots on health grounds, but he immediately began a second career as a district football and club official. In addition to being youth director for the Friedburg district, coordinator for the DFB-Mobil outreach and qualifications initiative, and a local member of TEAM 2011, he is also KSV Berstadt's youth coordinator. He is responsible both for the successful management of six youth teams, and for looking beyond the immediate

ambit of the club's affairs. He is highly active in bringing innovation to the club's activities.

Following a successful involvement in the Club 2006 FIFA World Cup campaign, he was always going to be joining the hunt for points with TEAM 2011. In a record time of less than three months, he led the first team in Germany to complete all four building blocks and amass the maximum 12 points.

Sixty-five children successfully dribbled, ball-juggled and shot their way to football badges. In the course of a week-long project with the Jim Knopf Primary School in cooperation with KSV Berstadt, building blocks two and four – 'Girls paying football' and 'Cooperative event' – were easily fulfilled. For building block three, 'Let's get qualified', Fiala provided his coaches for three short training sessions, and for the Hesse Football Association's Qualification Day.

A successful project needs a good idea, well known leaders who are genuinely involved, and committed people who can implement it at grass-roots level. TEAM 2011, the massive DFB schools and clubs initiative to promote the FIFA Women's World Cup 2011, is based on the association's tried and tested efforts in the past, and has plenty of famous faces on board with Silvia Neid, Joachim Löw, Steffi Jones and the entire women's national team. However, the campaign involving around 26,000 clubs and 30,000 schools is brought to life by football fanatics like Thorsten Fiala.



Thorsten Fiala and four girls from the Jim Knopf School proudly present their cooperation project banners to Steffi Jones

"It was great fun and I'm really proud of everything we've done together on this project," Fiala said. "The building blocks were well chosen and fairly easy for the clubs to put in place. Cooperation with schools is vital for survival and it's forward-looking too, especially for

More than 7,000 schools and clubs have already signed up

small clubs like KSV. Three generations were involved in the design of our cooperation project banners, and I think it's paid off.

"Many thanks to the German FA for this great initiative. We're absolutely thrilled about being the first club to hit the gold standard, and the DFB will reward us with a visit in spring 2010. We've already secured 10 adidas balls, but deep down we're dreaming of one of the fan-

tastic main prizes. Perhaps my club colleagues and I will end up at the Olympic Stadium in Berlin for the World Cup opening match in 2011. That would be the crowning glory."

Organising Committee president Steffi Jones expressed her enthusiasm for the club's activities, and especially the amazing cooperation project banners, during a visit by a Berstadt delegation to DFB headquarters in Frankfurt. "This is the reward for our commitment and hard work," she said. "We want to reach people at the grass roots and enable them to become part of the World Cup. During my many visits to schools and clubs I can sense the enthusiasm not only of the kids, but of their teachers and of the many volunteer helpers at the clubs. The example of KSV Berstadt and the Jim Knopf Primary School is a model of successful co-operation, and offers a template for the future."

Wolfgang Staab

For comprehensive information on the
TEAM 2011 initiative, visit
<http://team2011.dfb.de>

Market research study: High overall awareness of the FIFA Women's World Cup 2011, image boost for DFB



Steffi Jones and Silvia Neid "very likeable"

Barely any other walk of life is subject to such a wide range of expert opinion as football and its fans, but this broad circle of experts is united about one thing: Football comes out top in Germany. Overall the DFB and its national men's and women's teams have never enjoyed a more exalted image than they do today. Both men's and women's football are seeing a growing level of public awareness. In particular the FIFA Women's World Cup 2011 already enjoys an unusually high degree of recognition and is arousing great interest.

These conclusions come from a newly-published comprehensive study carried out by market research agency SPORT+MARKT. The survey's key findings are that

German football's focus on elite sport continues to produce widely-accepted role models, providing direction and setting standards for children and young people. Fans idolise players such as Philipp Lahm, and respect innovators and forward thinkers like captain Michael Ballack and national team coach Joachim Löw, who all enjoy great popularity.

In addition, personalities such as FIFA Women's World Cup 2011 Organising Committee president Steffi Jones, and DFB women's coach Sylvia Neid, are extremely popular standard-bearers and emblematic figures within women's football. And Birgit Prinz, by some distance the best-known member of the women's national team, is seen by German football fans as the most successful player in the world, according to the study.

Furthermore, DFB Cup matches are more than ever regarded as gala days, with the final on the 'national day' of German football as the highlight. The development of young players and up-and-coming talent meets with increasing approval, as does the vigorous adoption of values-oriented policies at association level. The services for clubs at grass-roots level and for football fans in general currently win more approval than in the past.

In sum, the German FA is recognised and commended as being more successful, conscientious and trustworthy than ever before in the exercise of its responsibilities toward Germany's favourite sport.

The study, commissioned by the DFB and its equipment supplier adidas, gives Germany's biggest professional association its best results since the inaugural survey in 2002, and attests to its highest image values to date. In 2009, 55 percent of respondents attributed a "good image" to the DFB, compared with 44 percent five years ago and 40 percent in 2002. This is a vital off-the-field victory for the association.

In particular the "appropriate" organisation of amateur football and "services to football supporters" win the approval of a growing proportion of respondents. Of the various DFB activities on which opinion was sought, the creation of 1,000 mini football pitches achieved the second-highest awareness and the greatest approval, beaten only by the 2006 FIFA World Cup.

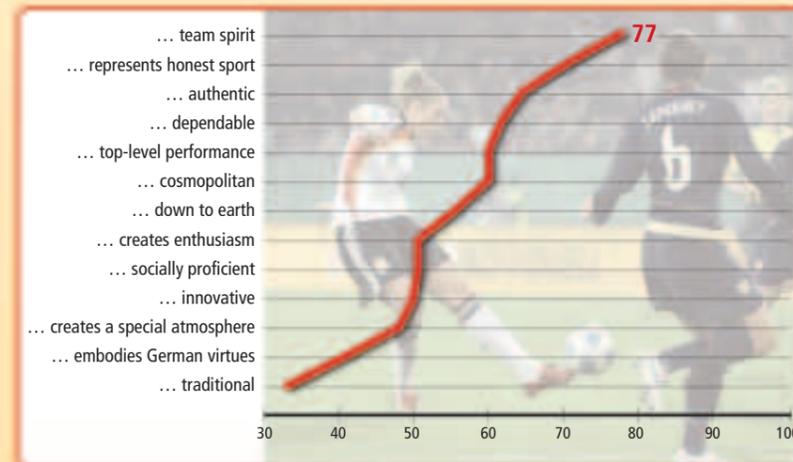
"The significant improvement in the social value and the image of our sport confirms we are on the right track with our policies," commented DFB president Dr Theo Zwanziger after the release of the study. "For a large part of our population football is an important, positive and emotional anchoring point. The survey shows that our clubs play a key role in promoting sporting behaviour and fair play, cultivating top talent and embodying social values."

Driving force: communication and marketing of the FIFA Women's World Cup 2011 focuses on the successful DFB women's national team

Public profile of the women's national team

Proportion in %

Which of these qualities do you particularly associate with the women's national team?



Awareness of the FIFA Women's World Cup 2011

Proportion in %

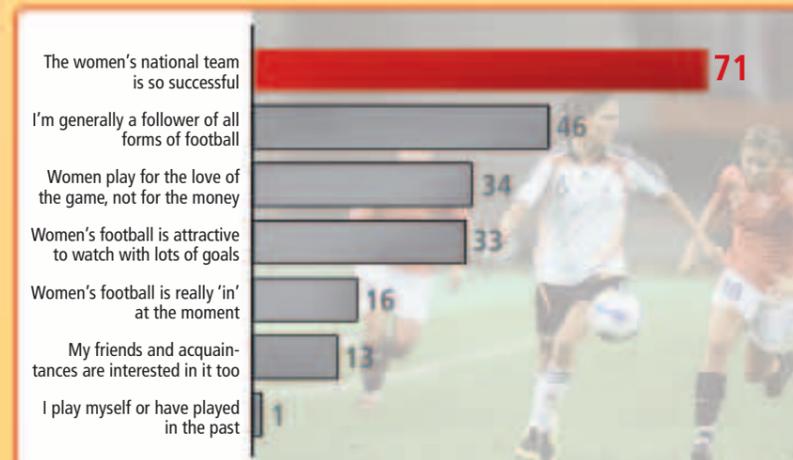
Do you know in which country the FIFA Women's World Cup 2011 will take place?



Reasons for interest in women's football

Proportion in %

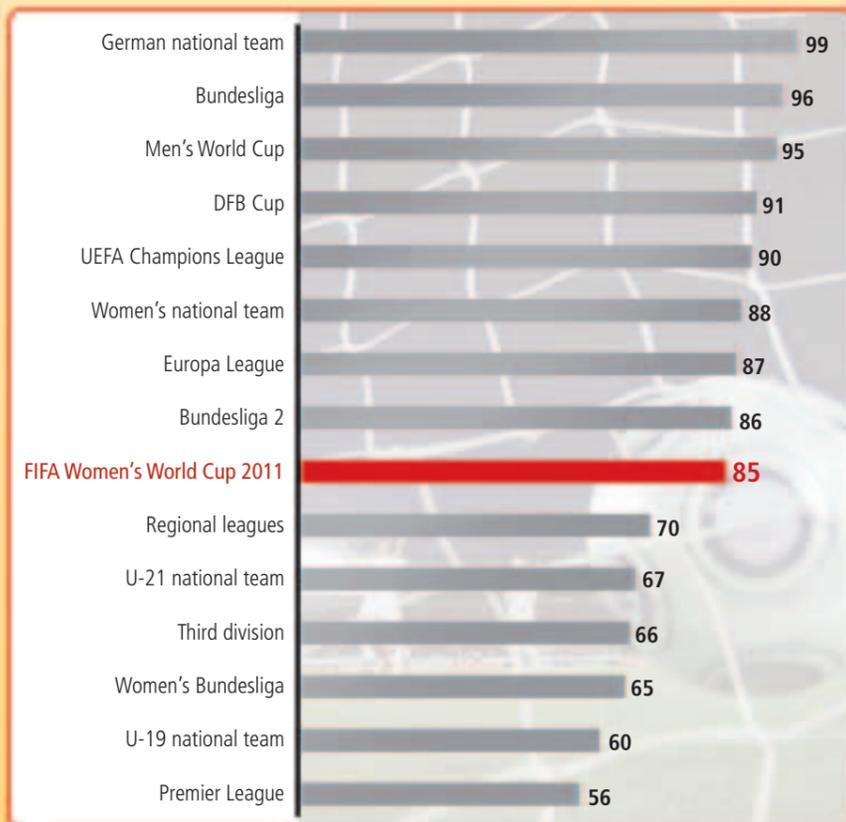
The national team is the standard-bearer for women's football in Germany.



Recognition of selected competitions

Proportion in %

Do you at least recognise the competitions by name?



As the standard-bearer for the association, the men's national team enjoys overwhelming popularity. The results of the broadly-based survey, which involved detailed interviews with 2,015 people interested in football and seeks to chart the sport's significance in Germany, demonstrate that the popularity and importance of the national team has continued to climb in relation to previous years.

The scores are certainly impressive. Of the 44.4 million people currently interested in football in Germany and aged between 14 and 69, a quarter actively play the game, the survey found. Some 35 million follow the national team and 63 percent of these identify with it. This identification stems from values and attributes such as team spirit, discipline, fair play, character, commitment and fitness which, according to the survey, the national team embodies.

Efforts to promote girls' and women's football are bearing fruit, with a significant increase in interest in women's football. Nine million people devote strong or very strong attention to women's football, including 1.6 million whose focus is exclusively on women's football. Respondents gave reasons including: "Women play attractive football", "Women's football is becoming increasingly popular", "The technical ability is great to watch", and "It's growing as a key sport for women".

This rise in attention can be mainly attributed to the success of the women's national team in recent years, the latest being at the UEFA Women's EURO in Finland. In the same way as with the men, the team is the principal standard-bearer of the sport.

The high regard for the team led by DFB coach Silvia Neid is reflected in its sixth place with 88 percent in the table of selected competitions, leagues and teams shown here.

During the interviews for the survey, additional questions were asked about Silvia Neid and Steffi Jones. The DFB coach is generally perceived as occupying the central role in women's football and is seen as "a fair person" who exudes "plenty of ambition" and "conveys the sense that we can achieve something". The majority of respondents agreed that "she stands at the centre of women's football." And Steffi Jones, president of the Women's World Cup 2011 Organising Committee since the start of 2008, is in the front line as an "ambassador for women's football". The two leaders of women's football are seen by survey respondents as extremely likeable.

"The continuing growth of interest in girls' and women's football is especially pleasing," said Dr Zwanziger. "I am absolutely sure that the Women's World Cup 2011 in Germany will be the catalyst for a breakthrough in girls' and women's football on a broad front." His view underpins another finding of the survey: in April 2009, 54 percent of respondents were already aware that the Women's World Cup 2011 would take place in Germany.

"Two years before the event, this is a fabulously good result that points to very successful communication activities," says SPORT+MARKT. "When the men's Handball World Championship took place in Germany in 2007, only eight percent of those interested in sport were aware of it six months beforehand."

Wolfgang Tobien

Federal president honours Hannelore Ratzeburg

The tireless commitment of DFB vice-president Hannelore Ratzeburg to the development of women's football in Germany has now been officially recognised. The 'first lady of the DFB' recently received the honour of membership of the Order of Merit of the German Federal Republic from President Horst Köhler in Berlin. At the ceremony, President Köhler stated that, as a pioneer of women's football, Ratzeburg had played a huge part in the current high level of recognition of the sport within German society."



++ OC-News 2011 ++++

Song on the Nile under the 2011 banner

The partnership between Cairo and Frankfurt am Main goes back 30 years. To commemorate this anniversary, the musicians and choir of the Sing- und Spielkreis of the 2011 host city, which will stage the FIFA Women's World Cup Final on 16 July 2011, gave several concerts in the Egyptian capital under the direction of Heinz Marx, including a major appearance before an audience of more than 1,000 schoolgirls at the German School. The singers and members of the orchestra wore blue shirts bearing the official emblem of the FIFA Women's World Cup 2011, a unique way of publicising the forthcoming festival of women's football in Germany.



A year's worth of Hamann photos

Ballgefühl (A Feel for the Ball) is the title of a photo-shoot carried out by star photographer Horst Hamann with the German women's national team. The Mannheim-born artist, who achieved global fame with his New York Vertical collection, skilfully posed the players away from the field of play. What emerged was a unique series of images uncovering a previously unknown side to each of the players. The insightful portrait shots are complemented by background copy from the pen of prize-winning Barcelona-based author and sports journalist Ronald Reng, best known for his book Der Traumhüter (The Dream Keeper). Hamann's images and Reng's text are now available as a calendar, published jointly by the FIFA Women's World Cup 2011 OC and Edition Panorama, and limited to 2011 examples. The calendars are numbered, adding a special personal touch.



PUBLISHING CREDITS FIFA Women's World Cup 2011™

Publisher:
FIFA Women's World Cup 2011™
Organising Committee Germany
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US Ambassador to Germany Philip D. Murphy talks about the FIFA Women's World Cup 2011 and "the greatest of all sports"

Football is a wonderful tool in public diplomacy



Football has often been described as the most important minor matter in the world. However, for Philip D. Murphy, U.S. Ambassador to Germany since August 2009, football is not so much a minor matter but an effective tool to fulfill his ambassadorial tasks. In an interview with David Noemi, Ambassador Murphy, former head of Goldman Sachs in Frankfurt and co-owner of the US women's professional football club Sky Blue, describes why he is so passionate about the beautiful game, and particularly when the ones playing are women.

Berlin in August 2009, and people still talk about it. Was it the best way you found to introduce yourself to German society?

This is an example of what I was talking about. Actually it was a surprise arranged by my wife. The unfortunate thing is that Hertha have not been doing so well since then.

How did you become such a great fan of women's football as opposed to American football or baseball?

Believe me I do like other sports. I grew up in Boston where I supported both the baseball and American football team. Mia Hamm's

Someone said to me that men were stronger and faster, but I'm not sure if this is always the case. There are some phenomenal women in countries like the USA, Germany and Brazil. Take Marta, who is as fast as anybody I have ever seen playing the game. Instead of speed and strength, if you look at finesse and the quality of the moves on and off the ball, I think women are particularly good.

You have one of the busiest jobs in Germany. How do you manage to keep your passion for football alive?

I do a lot of work with football. One of the things we've succeeded in doing here since arriving is to combine my day job with my passion for football. The game between the USA and Germany in Augsburg was a great example, as Augsburg's mayor, the head of the Green Party Claudia Roth, the left party, the CSU, many members of business and the press all attended the game. Football provides a rare opportunity

is one of the long standing powers in both men's and women's football. Germany are top 5 in both, and they have the best attendance in men's football through the Bundesliga. It's hard to think of anything we can teach. Perhaps the piece of US public policy that has had the most impact on the women's game is something called Title IX. It was a policy passed in the early 1970s, and it stipulated that for every public dollar spent in a men's and boys sporting activity, the same money should be spent in that of women and girls. That, more than anything else, has led to the dominant position we currently enjoy in a number of women's sports.

The United States and Germany are the top two national teams in the FIFA Women's World Ranking. Do you see parallels in the way women's football has developed in both countries over recent years? What are the main differences at both national team and club level?

Germany has had a professional league since the nineties, and we started a professional league in 2003, although that went out of business, leading to the formation of a new one this year. One big difference is that Germany's league has been more successful and longstanding than ours. In terms of similarities, we share a deep commitment to winning and success. The USA have historically pulled a lot of their

stars out of the universities – Mia Hamm was indeed a North Carolina graduate. In my opinion, if a game gets physical, then Germany are favorites, but if it's a contest involving speed, I think America would be favorites.

What can Germany learn from the two editions of the Women's World Cup hosted by the United States?

We did organise two Women's World Cups, but the one in 2003 was done at last minute,

because China could not host it due to the SARS epidemic. The big lesson to be learnt, frankly, is that 100,000 people showed up for the 1999 World Cup final in Pasadena, but we didn't have that number at the final in 2003. The lesson therefore is just what Germany is doing: start with the organization several years in advance and begin the process of building up towards it. Germany can also learn from its own experience as the 2006 Men's World Cup was a spectacular success.

What are your expectations for the FIFA Women's World Cup 2011?

It will be an outstanding tournament. I assume Germany will be one of the favorites if not the favorite. If they are already formidable playing on neutral grounds, they will be particularly formidable playing at home. I also hope the US team will be very competitive, and I expect to see a strong Brazilian side as well. I saw England playing Germany at the EURO final, and they are impressive. And let's keep in mind the Scandinavian teams, who always perform well. It's going to be a good World Cup.

Would USA – Germany be the perfect final for you?

The USA against Germany at my former home state, Frankfurt am Main, would be a perfect final.

And who would win?

I would have enormous sympathy for Germany, but the USA would win that game.

And would President Obama be there as well?

I can't speak for President Obama, but I know he would be deeply interested. He is a big fan of sports, and his daughters play. He knows how important sport is.

As a big football fan, was it a nice coincidence for you to be appointed U.S. Ambassador to Germany, the country that will be hosting the upcoming FIFA Women's World Cup in 2011?

It was a great coincidence. I'm thrilled about the Women's World Cup 2011 as it's going to be a great opportunity for women's football. I expect that I'll be back in Augsburg as well as in the other venues to watch some games.

Do you consider football, and particularly big football events, as a powerful tool for public diplomacy?

No question. I think football is unique as a sport that brings people together. One of the most important aspects of football is that it takes no investment to play, only talent. You just need a ball. Around the world you see kids, both girls and boys, from a whole range of economic and social backgrounds, come together to play football. So yes, it's a wonderful tool in public diplomacy.

Your kids Emma, Sam, Josh and Charlie showed up in Hertha BSC jerseys on the occasion of your presentation in

husband, Nomar Garciaparra, used to be one of our stars with the Red Sox. Nevertheless, there is something magical about the beautiful game, about football, and it's played particularly well by women. When you think about the range of sports, football is really special, especially for women.

For you, what's the best thing about women's football?

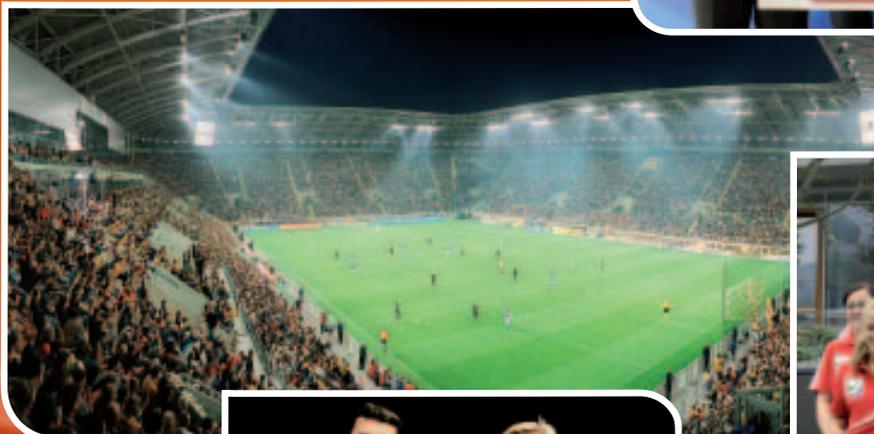
to become an integral part of a community.

As an active promoter of women's football in the USA, can you identify aspects of the overall development strategy implemented in your country that could also be applied in Germany?

I don't think we can teach Germany about how to develop women's football. Germany

Football brings People together





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