

FIFA World Cup 2006

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Emirates is giving away thousands of complimentary tickets to see the 2006 FIFA World Cup matches live in Germany. The tickets will be offered on a complimentary basis to passengers booking packages to Germany or other selected European cities. Fans will have a choice of flights to four German cities with more than a hundred hotels to choose from in the 12 FIFA host cities. In a move which will make it incredibly popular with football fans around the world, Emirates, which is an official partner of the 2006 World Cup, has worked together with FIFA to offer football fans these unprecedented deals. Effective immediately, customers around the world will be able to take advantage of the Dubai based airlines special deals to watch the games. These packages, starting from Rs 190,000 per person, include Emirates flights to one of the airlines four destinations in Germany-Frankfurt, Hamburg, Munich, Dusseldorf- or to Zurich, Paris or Vienna; two nights accommodation

from a choice of one of 12 cities where 2006 FIFA World Cup matches are being played, and a complimentary match ticket to any of the games, including the final subject to availability.

The Emirates 2006 FIFA World Cup package offers include a return air ticket which may be booked in Economy, Business or First Class, airport and airline taxes and surcharges, hotel accommodation, taxes and service fees and a complimentary FIFA World Cup match ticket, all of which are subject to availability. The offer does not include visas, airport transfers or transfers to the football stadia. The offers are valid for all matches between 9 June 2006 to 9 July 2006 for all of the 64 FIFA World Cup matches, including the final and passengers can opt to watch one or more of the matches in Germany as long as they meet booking requirements and reserve their hotel accommodation through Emirates at the time of booking. Sheikh Ahmed bin Saeed Al-Maktoum, Chairman and Chief Executive Emirates Airline and Group said, "Emirates is extremely pleased to be able to offer its customers the opportunity to support their team at the 2006 FIFA World Cup and to be a part of this spectacular tournament. Emirates has always believed in sports sponsorship as a way of connecting with our passengers and sharing their passions and what better way for us to demonstrate this than to offer our customers complimentary tickets to football's showcase event, the 2006 FIFA World Cup. Emirates has stated that the 2006 FIFA World Cup represents a great platform for us to expand our presence as a global brand alongside the other blue chip companies that sponsor this event. However, it is also extremely gratifying for us to be able to repay the custom and support of our passengers by offering them the chance to experience the live action of the tournament. We look forward to both our existing and new customers enjoying the 2006 FIFA World Cup courtesy of Emirates Airline."

Joseph S Blatter, President FIFA, commenting on the Emirates packages said, "Emirates is the first airline ever to partner with FIFA and we can immediately see the benefits that having such a partner brings to the 2006 FIFA World Cup. Other than promoting the event globally through their marketing activities, Emirates also has the ability to fly football fans into its four destinations in Germany from all over the world via their Dubai hub and will bring many thousands of visitors to the tournament. The offer of complimentary tickets to their passengers is an offer that just can't be bettered and we are extremely pleased to have Emirates on board as an official partner of the 2006 FIFA World Cup and we know they will contribute greatly to the success of the event."