

24 July 2010

## **SYDNEY KICKS OFF BRAND NEW FESTIVAL OF FOOTBALL**

Major Events Minister Kevin Greene today officially opened the first Sydney Festival of Football at the Sydney Football Stadium.

Mr Greene welcomed players and coaches from Sydney FC and European giants AEK Athens, Blackburn Rovers and Glasgow Rangers.

“On behalf of the NSW Government through Events NSW it is an honour to be opening this brand new annual sporting event for Sydney and NSW,” Mr Greene said.

“This is a great day for football in NSW and for football fans around Australia in what is a very important football year for this country.

“A new event like this in Sydney proudly reinforces our place as the major events and football capital of Australia.

“We have a long term vision for this festival to be an annual event with the aim of securing global powerhouse teams and household names each and every year for a final pre-season hit out.

“And we’ve made an excellent start this year with the European champions we have with us today,” he said.

Mr Greene also said the NSW Government has just finished hosting the Sydney International FIFA Fan Fest where 500,000 fans passed through the gates at Darling Harbour to cheer on their teams for the duration of the FIFA World Cup.

“The official FIFA Fan Fest site was the only site in Asia joining Paris, Rome, Berlin, Mexico City and Rio de Janeiro,” Mr Greene said.

“It gave us a chance to showcase Sydney to the football world while showing Sydney what it is like to be part of the world of football.

“The Sydney Festival of Football will over time become a vital pre-season tournament to football fans around the country.

“We expect this to become one of the most anticipated domestic football tournaments to be staged in Australia each and every year.

“We pride ourselves in our ability to host major events and celebrations in this city and that continues today.

“We are a city of celebration and, with people from all over the world it is no surprise that Sydney loves the world’s only global game.”

For more information on events visit [www.eventssydney.com](http://www.eventssydney.com) or [www.eventsnsw.com.au](http://www.eventsnsw.com.au)

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