

FOOTBALLAVENUE

MARKETING & LOGISTICS FORUM



Juventus Stadium | Host Partner | Torino | Italia

PRESS RELEASE

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FOOTBALLAVENUE FLIES TO BRIGHTON TO DISCOVER THE BRITISH STADIUM CONCEPT

Brighton and Hove Albion FC will host a delegation of Italian Club owners for an exclusive visit to the American Express Community Stadium

While waiting for the second edition of FootballAvenue -the only Forum on Marketing&Logistics in the Italian Football scenario, which this is year will once again take place at the Juventus Stadium on 30 May- Italian football will have a stopover at Brighton's newly built stadium

Tomorrow 11 March, on the occasion of its Championship home match vs Queens Park Rangers F.C., Brighton and Hove Albion FC's Chairman Tony Bloom and Chief Executive Paul Barber were pleased to invite many of their Italian peers and other club officials to directly showcase the uniqueness of their state of the art venue.

In 2012 The American Express Community Stadium, was recognized as best new structure within the Stadium Business Awards and has been recently portrayed in Italian media and by Italian institutions as the perfect example to be followed in our country in terms of both size (holding 27'000 fans would be the ideal size for many medium sized Serie A and B Clubs) and very high spectator welcoming standards which unfortunately are sorely lacking in the Italian aging football infrastructure.

This exclusive event created and organized by FootballAvenue will allow all the guests to, not only visit the facility, but to also to have a unique preview of the new training centre, presently under construction; another important step by this ambitious English Club to further increase its profile and standing not only in the UK but also Internationally.

FootballAvenue, which has as a part of its mission, to show a new path to Italian Football, feels that it has always been of vital importance to take advantage of direct comparison and to confront itself with international realities such as Brighton & Hove Albion F.C., and it is a logical step in the preparation of the Forum.

"We are extremely happy for all of our Clubs who will be present at this special event", explains President of the Serie B League Andrea Abodi. "It was less than a year ago when the project "B Futura" was presented to the media. A plan through which we intend to provide the 22 member clubs the model and the tools necessary for both the modernization and the creation of new stadia and training grounds. B Futura has as an objective to facilitate and promote the generation of 100'000 new seating spaces within 2017, and in order to reach such objective it is vital for us to get to know places and see infrastructures, which, in size and resourcefulness of the clubs, may represent a model we can aspire to. This is the spirit with which we participate to this latest event promoted by FootballAvenue, which we thank for having once again involved us in an initiative in which we believe brings an important positive contribution to the "sistema calcio" of our country."



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