

VELUX EHF FINAL4

## Media release

# 2015 VELUX EHF FINAL4 semi-final draw made in Cologne

**Cologne, 21 April 2015.** The crucial draw has been made for the semi-finals of the 2015 VELUX EHF FINAL4 at an event on Tuesday in Cologne.



On 30/31 May 2015 the VELUX EHF FINAL4 will return to the German city for the sixth edition of an event that has already established itself as the benchmark for major indoor sports events in Europe. 20,000 handball fans will be in Cologne to witness what promises to be a spectacular sports and entertainment event.

The semi-final draw was made by the Lord Mayor of Cologne, Jürgen Roters, and EHF Secretary General, Michael Wiederer, at the Palais Flora in the city's Botanical Gardens. The draw was made as follows:

**FC Barcelona versus KS Vive Tauron Kielce**

**THW Kiel versus MKB-MVM Veszprem**

The final schedule of the two semi-final matches is yet to be announced but it has now been confirmed that matches will be played at 15:15 hrs and 18:00 hrs on both days.

The future of the VELUX EHF FINAL4 was also confirmed during the draw event in Cologne as the EHF, EHF Marketing GmbH, the City of Cologne and the LANXESS arena put pen to paper and signed a contract that will see the VELUX EHF FINAL4 remain in Cologne until 2020, a four-year extension on the existing agreement that expires in 2016.

Michael Wiederer, EHF Secretary General, said: "Having established the VELUX EHF FINAL4 as the No. 1 event in club handball over the past five years, we're ready to look to the future and are confident that Cologne is the right city to continue to host the event. Europe's handball fans clearly agree with us as they return each and every year to Cologne in their tens of thousands."

Commenting on the 2015 event, Peter Vargo, Managing Director of EHF Marketing GmbH, said: "We can once again promise Europe's handball fans a very special experience in Cologne at the end of May 2015. There you will witness not simply thrilling handball action but also a top-class entertainment programme that has been a year in the planning."

## Additional 2015 VELUX EHF FINAL4 Information.

The following was announced during the VELUX EHF FINAL4 Press Conference:

**2,000 tickets available for four clubs** - Fans of the four teams qualified for the VELUX EHF FINAL4 each have 500 tickets reserved for them across all price categories. Tickets will only be available to purchase direct from the club itself.

**Tickets still available for Opening Party** - Thousands of fans will gather around the arena for the Opening Party on Friday night. With up to 7,000 people and entertainment from local band 'Brings', fans will also get the chance to meet their heroes, the players of the VELUX EHF FINAL4. Hosts Anett Sattler, Edit Szalay und Markus Floth will present the show, which will culminate in a huge fireworks display. Tickets are available at ehfFINAL4.com or via +49 221 280 288 for €7.00 inclusive a free drink (€5.00 for kids).

**Unique fan engagement in opening shows** - All handball fans taking part at the Opening Party have a unique chance to become part of the entertainment on the final day. All they have to do is to enter the video box at the LANXESS arena on Friday and sing the song "Seven Nations Army". In the opening show prior the third place match on Sunday a compilation of the faces of all participants will be projected on the floor during a big digital choir of fans voices.

**Voice of Germany's Kim Sanders to perform** – Star from the Voice of Germany will once again entertain fans in the LANXESS arena. A special highlight will be a performance of Phil Collins' 'In the Air Tonight' by Kim Sanders – the 'song of the VELUX EHF Champions League final' will be released as a single during the VELUX EHF FINAL4 weekend and will be available to purchase via iTunes. The song will also be available on her new album.

**Play for Change becomes new charity partner** - The charitable foundation, Play for Change, teams up with the VELUX EHF FINAL4 organisers as a new charity partner of the event. Play for Change, an organisation set up to enhance the lives of children and young people around the world by providing access to sports and education, has already been present on the shirts of top EHF referees from the start of this season.

**Charity Golf Tournament** - The fourth edition of the VELUX EHF FINAL4 Charity Golf Tournament powered by adidas will take place on Saturday, 30 May 2015 from 09:30 hrs at the Velderhof Golf and Country Club. Handball stars past and present will rub shoulders with well-known faces from the world of handball and beyond as they play ahead of the start of the event. The event is in aid of charity partners Play for Change.

**#SCOREMORE at the VELUX EHF FINAL4** - Official hashtags for the 2015 event are #SCOREMORE and #EHFFINAL4. Join in the conversation in the run up to the event and follow us on Twitter, Facebook and Instagram. There is still a chance to win a VIP experience at the event by taking the #SCOREMORE Challenge. The winners will get the chance to take the challenge on court in front of 20,000 people during the final weekend.

**VELUX EHF FINAL4 App is back** - Handball fans will once again be able to keep completely up-to-date with the latest news, results and video from the VELUX EHF FINAL4 App as it re-

launches in the week before the final weekend. Fans will be able to stream the event from their mobile device and follow all the latest video news from ehfTV.com. The App will be available for iOS and Android.

**Tickets sale to start for the 2016 VELUX EHF FINAL4** - The sale of tickets for the 2016 VELUX EHF FINAL4 will start during the final weekend, from the ticket shop in the LANXESS arena. Online ticket sales will then begin on Monday, 1 June 2015. In 2014 a total of 7,000 tickets were sold during the final weekend to fans eager to secure their place in the LANXESS arena.

**All-star team to be announced during VELUX EHF FINAL4** – Handball fans are busy voting for their star selection of Europe’s top-flight. The final selection will be announced during the VELUX EHF FINAL4 in Cologne and fans have until Sunday 24 May 2015 to make their selection.

#### **About the VELUX EHF FINAL4**

The VELUX EHF FINAL4 is the culmination of the European club handball season: a two-day sport and entertainment event that has become a must-see for every handball fan around the world since its first edition in 2010. Sold-out for each edition, 20,000 people will once again follow the action in the LANXESS arena in Cologne, Germany on 30/31 May 2015 as the four best men’s teams in Europe compete to decide the ultimate winners of the VELUX EHF Champions League. Fans can follow the build-up to the event on ehfCL.com and ehfFINAL4.com.

#### **About EHF Marketing GmbH**

EHF Marketing GmbH is the marketing arm and subsidiary of the European Handball Federation. The company works closely with marketing and media partners, as well as with Europe’s leading clubs to realise the full potential of the sport on the international sports market. EHF Marketing GmbH is responsible for the marketing and media rights of club competitions including the VELUX EHF Champions League, Women’s EHF Champions League and the Men’s EHF Cup.

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