

Press Release

Unforgettable football experience for 52 youngsters from all over the world

- 3rd International Junior Football Camp hosted by Allianz and FC Bayern comes to an end
- Record participation: 52 teenagers from 16 countries received professional training in Munich from August 17 to 21 at the invitation of Allianz
- Promoting international exchanges will continue

With the final whistle of the 3rd International Allianz Junior Football Camp still echoing in their ears, the 52 participants are already safely back in their home countries, full of the “priceless” experiences they had during their week in Munich. The 14 to 16-year-old football fans enjoyed five days of football training with FC Bayern Munich's junior team trainers and took a wealth of useful tips back home with them. The youngsters got an exclusive look behind the scenes of FC Bayern at the championship-winning German club's training facilities at Säbener Strasse. The highlights were undoubtedly the “meet & greet” with Jupp Heynckes' Bundesliga superstars, the tour of the Allianz Arena stadium, and the chance to attend Bayern Munich's home game against Hamburger SV. The team's 5:0 victory was heartily cheered by the group of young football fans.

Allianz – A global company that fosters international exchanges

A total of 52 young players from 16 countries attended the Munich training camp from August 17 to 21, and their final verdict on the week was unanimous: The camp was a unique experience which they will remember for the rest of their lives.

After a flight of almost 12 hours and 10,600 kilometers back to his home in Brunei, Muhammad Hanif Omar Ali was full of praise for the event: “The training camp was a wonderful and unforgettable experience. We all got on brilliantly and learnt so much from each other during the training sessions and the excursions, even though some of us couldn't speak English. I have made new friends from all around the world – that's an amazing feeling!”

Despite coming from so many different places, the youngsters developed superb strategies for communicating with each other and quickly formed a close-knit community which provided ready support to whoever needed it. It was quickly evident on the pitch that football is a truly global language – enthusiastic shouts, simple commands and plenty of sign language were the only things needed to keep things running smoothly.

“I always figured out what I was meant to be doing and where my teammates wanted me to run and pass the ball. And the Bayern Munich trainers gave us lots of great tips. The sessions were really, really professional,” reports participant Brenda Sijtsma from the Netherlands.

Ongoing commitment to promoting talented young players

“As a global leader in insurance and asset management and a long-standing partner in football, Allianz is ideally positioned not only to provide exclusive insights into the world of Allianz Arena and FC Bayern, but also to bring together young talents from all around the globe. Allianz will further pursue its commitment to providing young talents with a once in a lifetime platform to experience world-class football coaching in its home town of Munich,” emphasizes Christian Deuringer, Head of Global Brand Management at Allianz SE.

A total of 129 young people have attended Allianz Junior Football Camps since 2009, creating a legacy of worldwide contacts and international friendships. And even after the training camp comes to an end, these international exchanges can now be continued on the ‘Football for life’ portal (www.football-for-life.com) which Allianz set up in May 2011. All the photos, videos and reports on the camp participants' experiences are available both from this website and from the associated Facebook community.

Images of the Allianz Junior Football Camp 2011 – which can be re-printed free of charge – are enclosed and are also available on request.

Munich, 23 August 2011

Please contact us if you have any queries or would like pictures of the event:

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In 2010 151,000 employees in 70 countries achieved total revenue of 106.5 billion Euros and an operating profit of 8.2 billion Euros. Benefits for our customers reached 91.4 billion Euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an ageing society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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