

Abu Dhabi kicks off football promotion

ABU DHABI has signed on to become the official destination partner of the English Premier League side Manchester City Football Club (MCFC).

The deal, struck between Abu Dhabi Tourism Authority (ADTA) and MCFC, sees the club become the second 'Official Destination' partner for Abu Dhabi following ADTA's tie up with the World Rally Championship.

"The rationale of broadening our destination awareness outreach is behind the move," explained Ahmed Hussein, deputy director general, ADTA. "In this case, Abu Dhabi's name will touch a TV viewership of more than two billion.

"Football is unique in its ability to transcend international borders and connect with a range of people on many levels. Manchester City's standing as a football club that offers a pre-



City's Adebayor in action (right)

mium supporter experience across all areas of its business is an ideal fit for us as we share the same goal of excellence in delivery."

Under the deal, which runs until the end of the 2013 Premier League season, Abu

Dhabi's brand will appear on perimeter boards around the City of Manchester Stadium at every home league and domestic cup game, ADTA has exclusive naming rights to the club's Carrington, Trafford training ground and is the sole title sponsor of all pre-season tours.

Garry Cook, MCFC's chief executive, said: "We are proud to partner Abu Dhabi Tourism Authority which is a hugely respected and influential authority within the global tourism community having been voted the World's Leading Tourism Board in the 2009 World Travel Awards."

Cook added that Manchester City is looking forward to holding a series of events in Abu Dhabi following on from its recent successful 'Our Country v Our City' trip which saw the club spend a week in the Gulf region. ■