



INTERNATIONAL STARS SIGN UP FOR NEW 'STAR SIXES' TOURNAMENT AT THE O2

Pitch International (London) is thrilled to present Star Sixes, the first ever competitive world football tournament for iconic former international players.

In partnership with Football Champions Tour, a leading sports management agency, Star Sixes will reunite the world's greatest players in their national team colours, to renew old rivalries and contest a gripping six-a-side tournament, in front of packed arenas and global audiences.

Legends Steven Gerrard, Carles Puyol, Michael Ballack, Deco, Robert Pires, and Jay Jay Okocha, will be among the many stars unleashed on the competitive stage once again. Every Star Sixes player will be a fully capped former international player.

Brazil, Spain, Germany, Mexico, Italy, Netherlands, France, England, Portugal, Australia, Nigeria and China will compete in the inaugural 12-team event, which takes place at The O2, London on 13th, 14th, 15th & 16th July 2017.

The first regionalised edition, consisting of six teams is scheduled to take place in Asia in late 2017. Arenas in Berlin, Istanbul, Beijing, Sydney, Miami and Seattle are also set to host future editions. Star Sixes is scheduled to return to The O2 in the summer of 2019.

Tournaments will consist of a group phase followed by knock-out stages - including penalty shootouts – culminating in the Star Sixes Final, when the trophy will be at stake.

Pitch International Managing Director Jonathan Rogers said: "The long-term objective of Star Sixes is simple. We intend it to become ingrained within the global football calendar as the premier event for international greats.

"We envisage Star Sixes establishing its place in The O2 calendar in a similar way to the fantastic box office events such as the Barclays ATP World Tour Finals and NBA Global Games London also hosted at the venue.

"Star Sixes presents unique and compelling opportunities for broadcasters, sponsors and a wide variety of other potential stakeholders."

"Our players are craving to reignite that competitive spirit and compete against old rivals in an exciting format in front of patriotic fans" said Jamie Jarvis, joint Managing Partner of Football Champions Tour.

"All of us at AEG are proud and excited to host the inaugural Star Sixes at The O2 with Pitch International" said Richard Krezwick, Senior Vice President of AEG Facilities Europe. "With hundreds of legendary memories in its 10-year history, The O2 is the perfect venue to showcase this exciting new format for football fans. We look forward to welcoming some of the world's most recognizable footballers to London and hosting fans from throughout Europe for a fantastic experience."

For further information, visit:

www.starsixes.com or www.theo2.co.uk/starsixes

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