



11 December 2013

Celebrate 'A Mil For Brazil' with BBC's Brazilian Football Fiesta

Starting in June 2014, over 1 million Australians will choose bbc.com/sport for its world renowned football coverage* and to celebrate their 'Mil for Brazil' campaign, BBC.com will be hosting a 5 A-Side Football Agency Cup competition on Thursday 30th January at Centennial Parklands, followed by a Brazilian fiesta.

BBC.com is inviting agencies to join in the competition with a mixed team of five players to compete for the chance to be crowned the 'BBC.com 5 A-Side Football Agency Cup Champions'! Following the football there will be a Brazilian fiesta with food, music, drinks and dancers. For more information or to register please visit the following website: <http://www.mil4brazil.com/>

In 2014, the BBC will be there for all the matches, offering leading commentary, expert analysis and coverage. Going beyond the matches bbc.com will host a variety of great programming that explores the human stories behind the game, and how the game influences Brazil's culture.

'Every four years the world gathers around for one of the great sporting events, that brings people together from all different cultures and bbc.com will be there at the forefront covering it from all angles. There are plenty of budding Messis, Ronaldos and Rooneys in the industry so we're out to find the best agency team in Sydney and unearth some hidden talent in the process,' said Alistair McEwan, Vice President ANZ, BBC Advertising.

Coverage on bbc.com/sport

A brand new section on bbc.com, offering:

- Previews, build up and results
- Top stories and breaking news
- Live text commentary
- Match reports for all games
- Photo galleries
- Features, analysis and blogs from BBC journalists
- Team indexes for each country
- Section branding
- Video content from BBC World news



Caption: BBC.com advertising team ready for action!

-Ends-

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NOTES TO EDITORS

* Forecast based on internal audience numbers and forward estimates

About BBC Advertising

BBC Advertising sells advertising and sponsorship solutions on behalf of BBC Worldwide's commercial portfolio across broadcast, online and mobile platforms globally. <http://advertising.bbcworldwide.com>

About BBC Worldwide Australia & New Zealand

Australia & New Zealand (ANZ) is a priority territory for BBC Worldwide, focusing on growth across all its core business areas. Based in Macquarie Park, Sydney, BBC Worldwide ANZ wholly owns five channels: UKTV, BBC Knowledge and CBeebies in Australia; UKTV and BBC Knowledge in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. In August 2014 it will launch a new premium channel BBC First, showcasing premiere drama and comedy on the Foxtel platform in Australia. BBC Worldwide ANZ distributes great British content from the BBC and other producers to all free-to-air and most subscription channels in Australia and New Zealand. It works with partners to bring BBC Worldwide DVDs, magazines, digital apps, innovative products and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned bbc.com news site and lonelyplanet.com. Australia is the most successful territory for the global BBC iPlayer.

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