

# MEDIA ALERT

16<sup>th</sup> December 2015

## DAVID BECKHAM SETS HIMSELF THE ULTIMATE SEVEN-CONTINENT FOOTBALL CHALLENGE IN A 90 MINUTE SPECIAL COMING TO UKTV IN JANUARY 2016



David Beckham poses with local children in Kumnga Village, during an impromptu football match in the rain in the Western Highlands Province in Papua New Guinea. Beckham travelled to every continent on Earth for a BBC special about grassroots football. Copyright Jackie Nickerson 2015

This one-off 90 minute TV special, *David Beckham: For the Love of the Game* follows the footballing legend as he sets himself the challenge of a lifetime: to play football on all seven continents of the world - including the first ever game played in Antarctica.

Premiering on UKTV in January 2016, the special showcases the incredible global appeal of football, joining local communities from all walks of life who play the beautiful game in some of the most challenging, remote and extreme locations on the planet.

Jointly commissioned by the BBC and BBC Worldwide, the special sees David travel to 11 countries in 13 days including to the villages of Papua New Guinea, the foothills of Nepal, the streets of Buenos Aires, the desert plains of Djibouti to the elevated pitches of Miami and frozen wastelands of Antarctica.

The first three games are held in countries for which David is a UNICEF ambassador, he plays with two different tribes in the jungles of Papua New Guinea; children from an earthquake damaged school in Nepal and footballers from three different African countries who live in a refugee camp in the middle of Djibouti's desert.

The next stage sees David fly to Argentina to play with a community youth team from the infamous Boca Juniors deep in urban Buenos Aires. Then, one of the toughest challenges of the trip, a bid to play the first official football match in the surreal and icy landscape of Antarctica.

From the arctic wilderness to the heart of Miami, the penultimate game is a night time match at the top of a skyscraper with two University women's football teams. This is the last game before David returns to Old Trafford for his 'Match for Children' played by an all-star line-up including Sir Alex Ferguson as David's team manager.

Exhausting, exhilarating and logistically demanding, David's challenge is about both his own and the world's love of the game.

**David Beckham** says: "I remember sitting on a plane and discussing this idea with friends and never thinking it would become a reality. I'm genuinely excited now we can realise this ambitious idea. Whether as a player or out in the field for UNICEF and other charitable partners, I have seen the transformational effect that sport and in particular football has on people's lives. This epic journey will allow me to show the positive side of the game I love and shine a light on the passion and selflessness of people that play this sport as a force for good."

Tim Christlieb, Director of Channels, BBC Worldwide Australia and New Zealand, said: "We're thrilled that UKTV can be the first to offer the Australian audience such a unique and inspiring piece of television. David Beckham is one of the most recognisable faces on the planet and this film not only gives incredible access to the man himself, but also shows the power of football to bring people together and provide some much needed relief to kids in some desperate situations."

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#### NOTES TO EDITORS

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#### 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. Recently relocated to McMahons Point, BBC Worldwide ANZ wholly owns six channels: BBC First, UKTV, BBC Knowledge and CBeebies on Foxtel and Fetch TV in Australia; UKTV and BBC Knowledge on Sky TV in New Zealand; and is responsible for the distribution and promotion of BBC World News which transmits in both countries. BBC Worldwide ANZ distributes great British content from the BBC and other producers to free-to-air, subscription channels and SVOD platforms in Australia and New Zealand. It works with partners to

bring BBC Worldwide DVDs, consumer products, entertainment formats and live events to the local market, as well as offering advertising opportunities for the BBC's world renowned [bbc.com](http://bbc.com) news site. In 2014/15, it generated headline sales of £81.9m, up 7.8% year-on-year.

The logo for Foxtel, featuring the word "FOXTEL" in a bold, sans-serif font. The letters are primarily red with a gradient effect, transitioning to orange and yellow at the top.