

Emirates to encourage children to learn to 'Play the Arsenal Way'

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Emirates, the award-winning international airline, and Arsenal Football Club have joined forces to open an Arsenal Soccer School, where children of all nationalities and backgrounds will have the opportunity to learn how to 'Play the Arsenal Way'.

The Arsenal Soccer School will be permanently based at The Sevens, Emirates own sporting venue, and will offer fantastic training opportunities with Arsenal's UEFA Licensed Soccer Schools Coaches. The school is open to boys and girls of all abilities aged between five and 18, with classes available in both Arabic and English.

No matter which team students support, or whether they live in Dubai or are visiting, the aim of the school is to get children active and having fun while learning to play football the Arsenal way. The emphasis will be on playing as a team to produce imaginative and skilful football, similar to the style created by Arsenal club manager Arsène Wenger, who is globally renowned for his ability to nurture young talent.

His Highness Sheikh Ahmed bin Saeed Al-Maktoum, Chairman and Chief Executive of Emirates Airline (<http://www.emirates.com/english/>) & Group, said: "As a long-term sponsor of Arsenal, Emirates is very excited about developing the relationship further on a grassroots level.

"Arsenal has demonstrated its commitment to the region by partnering us to launch the tried-and-tested Arsenal Soccer Schools (<http://www.arsenalsoccerschooldubai.com/>) concept for the benefit of the entire community. We have no doubt it will help the UAE to develop its football talent and who knows, we may even find a local star".

Ivan Gazidis, Chief Executive Officer for Arsenal Football Club, is focused on building the club's global brand. He said: "There is already a great appetite for football within the Middle East and we are pleased to be partnering Emirates in this venture to bring the Arsenal Soccer Schools experience to another key destination."

Wenger is also firmly behind the new school. He said: "We invest heavily in developing and nurturing our younger players to ensure that they reach their full potential and the same applies to our Arsenal Soccer Schools.

"The training programme in our Arsenal Soccer Schools has been developed based on the same principles we teach our first-team players: developing young players' technical skills and passion for the game to ensure they become the best players they possibly can. We also put a great emphasis on enjoyment and learning the right spirit of football, regardless of the ability or background of the youngsters."

In addition to the children based in the UAE, Emirates will be opening up the opportunity to youngsters from around the world. With non-stop flights to Dubai (http://www.emirates.com/english/destinations_offers/discover_dubai/discover_dubai.aspx) with Emirates from six continents, learning from world-class Arsenal coaches at a magnificent training facility could

not be easier.

More than 1000 children each year will be trained at 7he Sevens, with the first 10-week term kicking off on 5th October. Each session will be between 60 to 75 minutes in duration with the cost of the training depending on the amount of sessions booked per week.

About Emirates:

Emirates, the Dubai-based international airline, is one of the world's most successful and rapidly-expanding airlines. With a focus on high quality service and industry-leading products, Emirates has received more than 400 international awards and accolades for excellence since its inception in 1985. Emirates is currently the only airline to operate non-stop flights to six continents from one hub.

In 2004, Emirates and Arsenal signed the biggest club sponsorship in English football history. In addition to the Fly Emirates logo on the players' shirts, Emirates also has naming rights of Arsenal's home, Emirates Stadium. Elsewhere, the airline sponsors Paris Saint-Germain Football Club, Hamburger SV, AC Milan and Olympiacos FC. It is also the Official Partner of the FIFA World Cup (http://www.emirates.com/english/about/sponsorships/football/official_fifa_partner.aspx) and Official Sponsor and Airline of BEC Tero Sasana from Thailand.

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