

Ticket sales begin – and the scent of June is in the air



We at the Local Organising Committee have been preparing for the 2009 UEFA European Under-21 Championship for a long time. At the final draw in Göteborg in December the tournament felt closer than ever before. But for us and for the general public, the real countdown to the tournament in June begins on 5 February. This is when the match tickets go on sale – tangible proof that we're quickly approaching June and the highlight of the European football year.

The host cities Göteborg, Halmstad, Helsingborg and Malmö are busily preparing to welcome football fans from all of Sweden and from all of Europe. We all hope and expect to have full houses at all venues right from the first kick-off. Tickets have been priced to ensure the 2009 UEFA European Under-21 Championship can be enjoyed live by all ages and incomes. Those prices are presented in detail on page 3 of this newsletter.

Of all the eight participating nations, perhaps our neighbours from Finland are the ones looking forward to it the most intensely. This is the very first time that a Finnish team has qualified for the finals at this level.

Teams and fans will also enjoy Sweden at its most beautiful time of year. In fact the biggest national holiday, Midsummer, will be celebrated on 19 June, the very same day that two Group A matches are decided – Serbia-Belarus in Malmö and Sweden-Italy in Helsingborg. Midsummer in Sweden usually means celebrating from morning to night with friends and family, ideally by a lake in the countryside or out on an island. Competing with the biggest holiday of the year is not an easy task, so we are delighted that UEFA has allowed for an earlier kick-off on this day. We hope this means that as many as possible can enjoy both football and Midsummer.

In June 2009, the southwest of Sweden will be the focal point for all football lovers. We extend our warmest welcome to all of you, and would love to see you here!

Björn Ahlberg
Chairman, Org. Committee
Swedish FA



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Karl-Erik Nilsson
Tournament director
Swedish FA

All matches live on Sweden's TV4!

The UEFA European Under-21 Championship is all set to become a huge success in terms of spectators, and not only at the arenas. All matches will be broadcast live in Sweden on TV4 and TV4 Sport. Emir Osmanbegovic is head of football at TV4.

What does the UEFA Under-21 Championship mean for TV4?

"It's an important and prioritised event for TV4. We are the football channel, and the fact that the tournament is held in Sweden and that TV4 is the host broadcaster means our involvement is even greater."

Will TV4 highlight the tournament in any way during the months leading up to June?

"Yes, we will. We are currently looking at a number of ways of



building public interest ahead of the tournament."

Championships at senior level automatically attract a large number of people. How many Swedes will follow the Under-21s?

"Viewership will depend a lot on Sweden's fortunes. If Sweden does well it'll create a buzz and a broad interest, which naturally will be reflected in terms of TV viewers."

In the Netherlands 2007, between one million and two million Dutch fans saw the home team's group matches on TV, while three million watched the final...

"Those are excellent ratings, and they prove that interest in the UEFA Under 21s is enormous. The Netherlands also made it all the way to the title in front of their own fans. Hopefully the Swedish team and TV4 will have the same success."





UEFA: See the Under-21 Championship for only 21 SEK!

The ticket prices have now been decided, so we are ready to release tickets for the 2009 UEFA Under-21 European Championship, played in Sweden from 15-29 June. UEFA are going all-out to make sure the seats get filled with football-loving fans.

One of the special offers targets everyone up to the age of 21. For them, tickets will be available for only 21 SEK (Category 3). A similar deal is available for teams or groups of 21 persons. Finally, families can buy Category 2 tickets at severely reduced prices. With such attractive offers, fans should act quickly while the best seats are still available.

"We want as many people as possible to come and watch the star-studded tournament in Sweden which is why the Swedish Football Association (SvFF) and UEFA have come up with attractive ticket prices and special offers", says UEFA project director and UEFA head of national team competitions Mikael Salzer. "Each match will be a top-class football event with spectacle on the pitch and in the stands as well as outside the stadiums and in the cities."



Photo: Bildbyrå

UEFA project director Mikael Salzer surrounded by Swedish ambassador Henrik Larsson (left) and Gilberto Madail, Chairman of National Teams Competitions Committee, during the play-off draw for the 2009 UEFA European Under 21 Championship in Sweden.

Group tickets can only be booked at the arenas, and these tickets can also be collected only at the arenas.

All other tickets can be booked at www.ticnet.se and www.uefa.com.

"A lot of the elements are now in place for the summer's football party. We know which teams are coming and we know where they'll play. Our organisation is in place and the 2009 UEFA European Under-21 Championship is well

known in Sweden. With UEFA making such a clear gesture at trying to attract young people to the matches, we get a great boost with our marketing and in trying to sell each and every one of the 225,000 tickets we have at our disposal", says Karl-Erik Nilsson, tournament director at the Swedish FA.



Complete price list for tickets to the 2009 UEFA Under-21 European Championship

UP TO THE AGE OF 21

Category 2: 60 SEK per ticket

Category 3: 21 SEK per ticket

Sold at arenas and through www.ticnet.se and www.uefa.com.

TICKETS FOR TEAMS OR GROUPS

For groups of at least 21 people:

441 SEK per team (21 SEK per person)

For groups of more than 21 people there will be a charge of 21 SEK for each additional person.

Sold only at the arenas, and can be collected only there.

FAMILY TICKETS

Families of 1-2 adults, 2-4 children

Category 2: 100 SEK for adults, 50 SEK for children

Sold at the arenas and through www.ticnet.se or www.uefa.com.

ALL OTHER TICKETS

Group matches, category 1: 250 SEK

Group matches, category 2: 120 SEK

Group matches, category 3: 60 SEK

Semi-finals + final, category 1: 300 SEK

Semi-finals + final, category 2: 250 SEK

Semi-finals + final, category 3: 120 SEK

Administrative fees will be added (approximately 10-25 SEK per ticket), depending on the ticket price when placing an order.





UEFA
UNDER21
CHAMPIONSHIP
Sweden 2009



Johan Elmander:

“The Under-21s in 2004 was my international breakthrough”

Johan Elmander broke two club records when he left Toulouse for Bolton Wanderers in the summer for 13 million Euro. Elmander was the most expensive signing in the history of the English club, and the most lucrative sale for the French club. The road to the big leagues and the big money was boosted by a prominent role at the 2004 UEFA European Under-21 Championship in Germany. “That tournament meant a lot for me”, says Elmander, who was raring to go from the start, scoring twice as Sweden beat Portugal 3-1 in their first group match.

When the tournament was over Sweden had reached the semi-finals and a bronze match.

Elmander himself finished as the tournament’s top scorer along with Italy’s Alberto Gilardino, on four goals.

Two years later, both players were with their senior squads at the World Cup in Germany, where the Italian was part of the winning side. The 2004 Under-21 Championship was – as usual – of the highest quality. “Portugal had Bosingwa, who’s at Chelsea now. And Germany had Schweinsteiger and Podolski”, remembers Johan Elmander.

The Germans would become the second victims of a Swedish team in full stride. Jon Jönsson and Johan Elmander scored as Sweden beat the host nation in Mannheim. “We were underdogs. I don’t think the Germans understood how good we really were. But we had an incredible team. For me it felt like my international breakthrough”, says Elmander.

TV audiences and club presidents

watching Sweden’s progress in the tournament will no doubt remember how a super psyched Johan Elmander ran opposing defences ragged through match after match. In short, he had an international breakthrough. Yet, he had hoped to be a part of the senior Sweden squad that went to Portugal the same summer. “I felt I should have been there. So at the Under-21 Euro I saw my chance to prove my worth.”

UEFA have since 2007 changed their schedule so that the Under-21 Championship is played during odd-numbered years, to avoid clashing with senior Euros and World Cups. That very clash was in the way of a potentially even stronger Swedish Under-21 team in 2004. “Imagine if we could have used Kim, Zlatan and Isaksson, who were with the senior squad in Portugal”, muses Elmander, leaving the thought hanging in the air.

And Johan Elmander is sure that the new scheduling of competitions will make the Under-21 Championship even stronger than before: “If you’re a good player, you can use the tournament to force your way into the senior side in good time ahead of their championship one year later.”

For the players participating in the summer’s tournament in Sweden, Johan Elmander’s advice is short but clear: “Take the chance!”



Johan Elmander in action against Portugal at the 2004 UEFA European Under-21 Championship in Germany.



Committed to the future of European football



Here are the eight team base camps and training grounds



Italy will have their base camp in Helsingborg.

In June, the focus of European football will shift to the Swedish cities of Göteborg, Halmstad, Helsingborg and Malmö, who will be hosting the 2009 UEFA European Under-21 Championship between 15–29 June. All teams have now decided on their base camps and training grounds during their stay in Sweden.

Three of them will be based in and around Göteborg (Finland, Germany, Spain), four in

Skåne (Belarus, Italy, Serbia, Sweden). England have chosen Varberg in Halland.

Some of Sweden's most historical and beautiful football grounds will serve as training grounds for the teams. They are all listed below.

Let us all hope for beautiful weather in June – the final ingredient for a spectacular tournament!

Country	Hotel	Training ground
Spain	Radisson SAS Scandinavia, Göteborg	Hjällbovallen
Germany	Näås Fabriker	Flodala IP
Finland	Sankt Jörgen Park Resort	Rambergsvallen
England	Comwell Varbergs Kurort	Håstens IP
Serbia	Örenäs Slott Glumslöv	Medevi IP
Belarus	Radisson SAS, Malmö	Malmö Stadion
Italy	Marina Plaza Helsingborg	Harlyckans IP
Sweden	Hotel Skansen, Båstad	Örebäcksvallen

Friendlies before the the final tournament

The eight participating nations have so far confirmed the following friendly matches for the spring of 2009. (Information as of 30 January, 2009)

SWEDEN

11 Feb,	v Italy (away)
27 March,	v Finland (neutral)
31 March,	v Spain (away)
5 June,	v Ukraine (Malmö)
9 June,	v Estonia (Falkenberg)

BELARUS

31 March	v Germany (away)
5 June,	v Finland (away)

ITALY

11 Feb,	v Sweden (home)
9 June,	v Denmark (away)

SERBIA

11 Feb,	v Cyprus (away)
28 March,	v Ukraine (home)
1 April,	v Romania (home)

SPAIN

31 March,	v Sweden (home)
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GERMANY

10 Feb,	v Rep Ireland (away)
27 March,	v Netherlands (home)
31 March,	v Belarus (home)

ENGLAND

27 March,	v Norway (away)
31 March,	v France (home)

FINLAND

27 March,	v Sweden (neutral)
5 June,	v Belarus (home)

Match Schedule –UEFA European Under-21 Championship 2009

CENTER A

	Malmö		Helsingborg	
Tuesday 16/6	Sweden–Belarus	18.15	Italy–Serbia	20.45
Friday 19/6	Belarus–Serbia	18.15	Sweden–Italy	16.00
Tuesday 23/6	Serbia–Sweden	20.45	Belarus–Italy	20.45
Friday 26/6			SEMI-FINAL	20.45
Monday 29/6	FINAL	20.45		

CENTER B

	Göteborg		Halmstad	
Monday 15/6	Spain–Germany	20.45	England–Finland	18.15
Thursday 18/6	Spain–England	20.45	Germany–Finland	18.15
Monday 22/6	Finland–Spain	20.45	Germany–England	20.45
Friday 26/6	SEMI-FINAL	18.00		

