## FIFA WOMEN'S WORLD CUP CANADA 2015 NATIONAL ORGANISING COMMITTEE 222 RUE SOMERSET STREET W, SUITE 700 OTTAWA, ON, CANADA, K2POJ4

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## FIFA Women's World Cup Canada 2015 marks one year "To a greater goal™" with countdown clocks

Start your clocks: the world's premier women's soccer event is just one year away. To mark the milestone, the FIFA Women's World Cup Canada 2015™ unveiled One Year To A Greater Goal™ countdown clocks in Official Host Cities across Canada.

The clocks were unveiled at One Year To A Greater Goal<sup>™</sup> countdown events throughout the day on Friday 6 June, engaging local media, fans and communities on the road to next year's FIFA Women's World Cup Canada 2015<sup>™</sup>. At each unique event, fans were encouraged to get their photo taken with the branded Canada 2015 clock.

"Momentum is building towards next year's FIFA Women's World Cup Canada 2015™, incredibly now just a year away," said Victor Montagliani, Chairman of the National Organising Committee. "These countdown clocks give fans an opportunity to get engaged in this once-in-a-lifetime event for Canada."

Each One Year To A Greater Goal™ countdown clock stands more than three metres tall and 1.2 metres wide (approximately 10" x 4"). Along with the competition logo, each countdown clock features the Official Slogan, "To a greater goal™" (as well as French, Vers le grand but™). As countdown clocks will be positioned in public places, fans will have 365 days to get their photo taken with the Canada 2015 structure.

"When the FIFA Women's World Cup 2015™ comes to British Columbia, it will once again put Vancouver in the international spotlight," said Attorney General, Minister of Justice and Vancouver-Fraserview MLA Suzanne Anton. "This is one of the largest sporting events in the world and it will attract tens of thousands of soccer fans. It's now only one year away and we can't wait. Let the countdown begin."

"Vancouver is known worldwide as a world-class host city for major sports events and we are thrilled to be welcoming the world for the FIFA Women's World Cup™ in 2015," said Mayor Gregor Robertson. "Soccer is deeply ingrained in the culture of our city. Hosting the FIFA Women's World Cup™ championship final and eight matches leading up to it will be a remarkable inspiration for Vancouver's young players."

"It's also great news for small businesses in Vancouver's growing economy, with the events expected to provide over \$36 million in economic benefit to our city. We look forward to cheering on the outstanding women of Canada's national team from the start and we hope to see them here in the final!"

After celebrations on Friday 6 June, the countdown clocks will have their own place in the city where fans can visit them at almost any time. The six locations are BC Place in Vancouver, City Hall in Edmonton, The Forks in Winnipeg, City Hall in Ottawa, Stade Olympique in Montréal, and Champlain Place mall in Moncton.