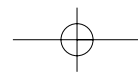
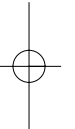
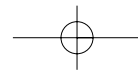
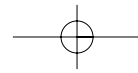


A time to celebrate



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50 Years Young

Many of the readers of this booklet will – like me – already know how it feels to turn fifty. Younger ones still have that pleasure to come.

It is indeed a pleasure to celebrate a half-century healthy, reflecting on a happy past and making plans for a promising future. As UEFA turns 50, we have much to be proud of and much to look forward to as the world's strongest continental sports organisation.

This booklet outlines plans for the Golden Jubilee as well as encouraging national associations and others to play their own active part in a memorable year.

For UEFA's Jubilee is your jubilee, you who form the European football community.

I wish you, as I'm sure you wish us, Happy Anniversary – and warmly invite you to join the party.



Lennart Johansson
UEFA President





Jubilee objectives

Why Celebrate?

- UEFA's 50th Jubilee is a time to recall the past, the difficult episodes as well as the moments of glory.
- It's a time to stock of where we are today.
- It's a time to think how we can contribute to an even better future.

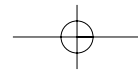
UEFA's Jubilee philosophy is to reflect UEFA's pride of achievement, honouring those who have contributed behind the scenes as well as centre-stage, and to create a legacy for the future.



The Golden Logo

The UEFA Golden Jubilee logo incorporates the familiar arch segment of the corporate UEFA emblem and will be seen at many UEFA events throughout the year, as well as on Jubilee souvenirs.

1954 UEFA is founded at a meeting in Basle on 15 June and begins life with 30 member associations and Denmark's Ebbe Schwartz as its first president.



Programme 2004 Through the Jubilee Year

2004 would be a busy year for European football, even without the Golden Jubilee. To the many regular scheduled events may be added those occasions specially conceived to mark the anniversary.

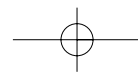
There will be something happening in direct or indirect relation to the Jubilee in most months of the year, and the calendar is expanding all the time.

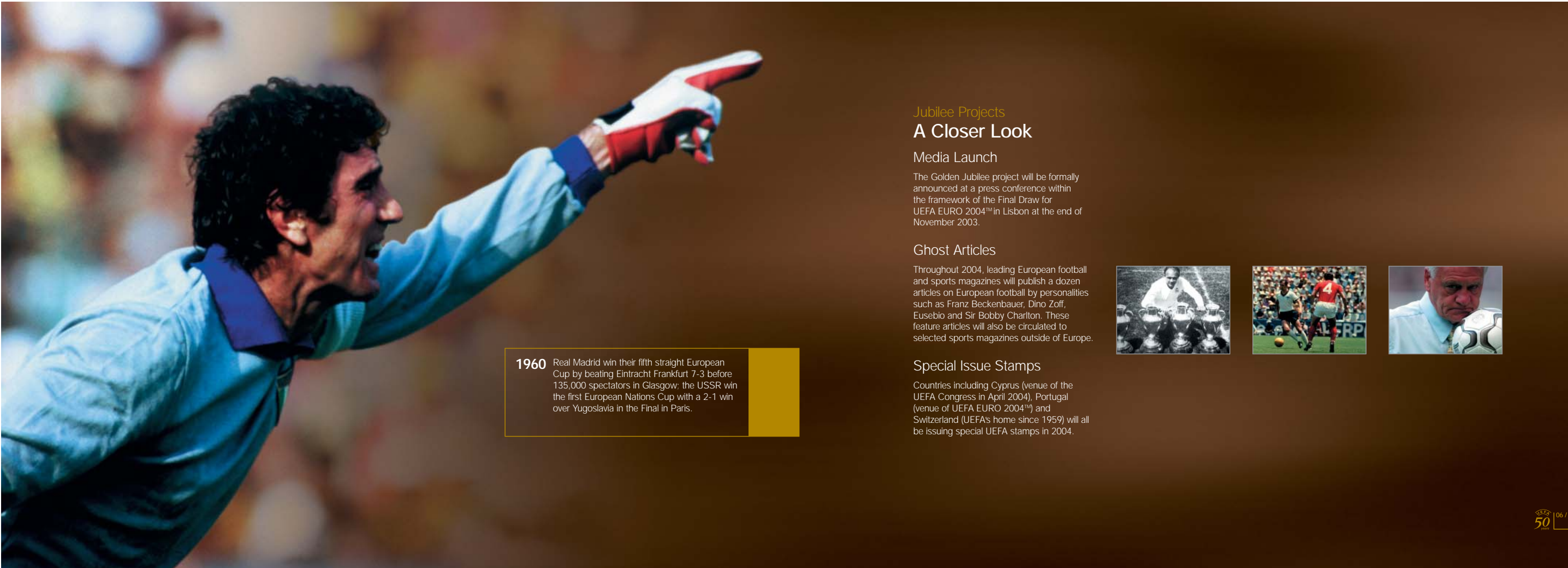
1956 The first European Cup Final is held in Paris, Real Madrid beating the French champions Stade de Reims 4-3.

1959 UEFA moves its headquarters from Paris to Berne.



- 28 – 30 January UEFA Youth Conference in Berlin
- 22 – 23 April UEFA Congress in Cyprus
- 4 – 15 May U-17 Championship in France
- 19 May UEFA Cup Final in Gothenburg
- 26 May UEFA Champions League Final in Gelsenkirchen
- 27 May – 8 June U-21 Championship
- 15 June UEFA's 50th Birthday
- 12 June – 4 July UEFA EURO 2004™ in Portugal
- 3 July Presidents and General Secretaries Conference in Lisbon
- 13 – 24 July U-19 Championship in Switzerland
- 23 – 24 July Youth Football Celebration in Nyon
- 28 July – 8 August Women's U-19 Championship in Finland
- August Super Cup and Gala in Monaco
- 20 – 22 September National Coaches Conference in Sweden
- 19 - 21 October Grassroots Coaches Course





1960 Real Madrid win their fifth straight European Cup by beating Eintracht Frankfurt 7-3 before 135,000 spectators in Glasgow; the USSR win the first European Nations Cup with a 2-1 win over Yugoslavia in the Final in Paris.

Jubilee Projects A Closer Look

Media Launch

The Golden Jubilee project will be formally announced at a press conference within the framework of the Final Draw for UEFA EURO 2004™ in Lisbon at the end of November 2003.

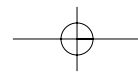
Ghost Articles

Throughout 2004, leading European football and sports magazines will publish a dozen articles on European football by personalities such as Franz Beckenbauer, Dino Zoff, Eusebio and Sir Bobby Charlton. These feature articles will also be circulated to selected sports magazines outside of Europe.



Special Issue Stamps

Countries including Cyprus (venue of the UEFA Congress in April 2004), Portugal (venue of UEFA EURO 2004™) and Switzerland (UEFA's home since 1959) will all be issuing special UEFA stamps in 2004.



Telling the Story

The official Golden Jubilee books are designed to complement each other: the first puts the formal history of UEFA into the context of the unfolding history of Europe itself and focuses on the 52 member associations, while the second tells the sporting story of all the UEFA competitions, the great players, teams and matches since the 1950s.

Video

The story of UEFA's eventful first 50 years on and off the field will be told in a video produced in the three UEFA languages. Copies will be sent to the national associations early in the Jubilee Year.



TV Programmes

UEFA and its television partners plan a novel way to help national broadcasters prepare their own tailor-made versions of the UEFA story, using the footage from the Jubilee video.

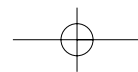
TV Spots

The 30-second spot during the transmission of UEFA matches – seen on millions of TV screens throughout Europe and beyond – will also feature the Jubilee in 2004.



1962 Gustav Wiederkehr of Switzerland becomes the second President of UEFA.

1964 Spain win the European Nations Cup on home soil in Madrid, defeating the USSR 2-1.





1968 Italy succeed Spain as European Champions, beating Yugoslavia 2-0 at the second attempt in the Final in Rome.

1969 UEFA holds its first course for referees, in Coverciano, Italy.

uefa.com

UEFA's highly successful website, uefa.com, will focus prominently on one member association each week of the year, while fans will have a chance to express themselves in special forums on uefa.com.

50-50

Fans can choose the 50 best European players of the past 50 years in a Jubilee vote on uefa.com – be sure to cast your vote and then watch as the Top 50 are revealed week-by-week, starting with Number 50 in January 2004....

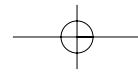
Ambassadors

UEFA will invite an exclusive group of personalities to act as informal Ambassadors of the Jubilee Year. These star guests at various UEFA events in 2004 will particularly help us take an insider's look back at some of the milestone events of the past 50 years.

Exhibition

Exact details of exhibitions during the Jubilee Year will be made available in due course.





Grassroots Week

Grassroots football is the game as played informally and for the sheer fun of it. Part of UEFA's mission is to ensure that grassroots football not only survives but thrives. Watch out for the Europe-wide Grassroots Week in May 2004!

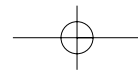
1970 The penalty shoot-out is introduced to decide tied matches.

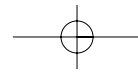
Youth Football Special

Football people shouldn't just talk about football, they should also play. Or both. That's the idea behind a European Youth Football Weekend to be held in UEFA's home town of Nyon in July 2004.

Places to Play

The Golden Jubilee is a platform for a project to support the game at grassroots level throughout the continent. The Grassroots Pitches programme, presented to the UEFA Congress in Rome in March 2003, aims at helping build pitches for free play in all 52 European countries.





National Associations Our Jubilee = Your Jubilee

UEFA's Golden Jubilee is an occasion to be shared by the entire European football family

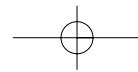
National Association Weeks

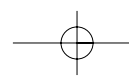
Each of the European national associations will be presented prominently on the UEFA website, in alphabetical order through the year. Associations may wish to capitalise on this exposure by scheduling special events within that week with a connection to the UEFA Jubilee.

Even if circumstances make that impossible, associations are still strongly encouraged to dedicate at least one event in the 2004 calendar year to the Golden Jubilee. This may be a regular scheduled event, or a special one – it may be a tournament, a match, at senior or youth level or for women's football, or it may be a conference, a congress, a seminar, a coaching course or one for players or referees. Or it may be a cultural or a special event of some kind, inaugurating a new building or one of the Jubilee grassroots pitches described on the previous page.



1972 Sandor Barcs (Hungary) becomes interim President after the death of Gustav Wiederkehr; FR Germany win the European Championship in style in Brussels; Tottenham Hotspur claim the first UEFA Cup Final, beating Wolverhampton Wanderers.





Official Visits

Leading UEFA personalities will make every effort to visit as many member countries as possible during the Jubilee Year, to coincide with special Jubilee events and to reaffirm the relationship with UEFA.

Each association can of course formulate the event for itself, and UEFA will be happy to help and advise as requested.

For such official visits, UEFA can provide Jubilee backdrops and other decorative material to give the event a special flavour, as well as Jubilee souvenirs for wide distribution and material for the media in the three UEFA languages.

Award Diplomas

These diplomas are designed to honour individuals who have made a particular contribution to European football over most of the past five decades. This is how the diplomas are to be attributed :

- UEFA will provide ten diplomas to each national association.
- The diplomas are signed by the UEFA President, thanking the recipient for his/her work for European football.
- The association identifies which ten persons should receive these diplomas.
- The diplomas are presented on the occasion of the official visit (or another suitable occasion).

In addition to these ten long-service diplomas distributed at national level, the member associations also have the opportunity to nominate one of their ten recipients for the **UEFA President's Award**. UEFA will then choose one supreme winner from these 52 worthy candidates, who will be invited to a major UEFA occasion in 2004 to receive the award from the UEFA President in person.

1973 Dr. Artemio Franchi is elected President of UEFA at the Congress in Rome.

1974 UEFA moves into its own offices, occupying the top two floors of a new apartment block which it owned on the outskirts of Berne.

Golden Players

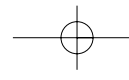
Every country has its own football heroes, even if they do not always figure among the international all-time greats. Now those top players will have a permanent place of recognition in the European House of Football in Nyon.

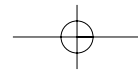
Each of the 52 member associations has been asked to nominate its Golden Player – the one player who is considered the outstanding player of the past 50 years. The player must be eligible to play for his or her European country, and may have been active at any time between 1954 and 2004.

These 52 Golden Players – not to be confused with the winners of the public 50-50 vote via the UEFA website as described on page 10 – will then be immortalised in a special display at UEFA headquarters.



50





The Grassroots Programme

The particular aim of UEFA's Grassroots Pitches programme is to counter the trend towards fewer opportunities for people – especially young people – to play football spontaneously in urban and residential areas.

The programme was inspired by the immensely successful introduction of small-sized playing areas throughout Norway. But as other countries may have different football requirements than Norway, the programme has been conceived in a flexible manner to meet all needs.

A special fund has been set aside for the purpose of extending the positive Norwegian example throughout the continent.

European national associations can make use of these funds by formulating a specific grassroots pitch project and submitting it to UEFA for evaluation and financial subsidy.

The Grassroots Pitches project will of course live on well after the Jubilee Year, but 2004 has been the inspiration for the programme and pitches constructed under the scheme will receive a special plaque commemorating the Jubilee connection.

The Golden Jubilee Year will again see wide-scale grassroots activity on the day of the Champions League Final on Wednesday 26 May, in Gelsenkirchen. The German football authorities will be staging a prolonged series of activities throughout the day in and around the city.

Other countries will be encouraged to join in to create not just a day but a week of grassroots football throughout the continent. UEFA will circulate the member associations in plenty of time with further ideas on how to make this Jubilee Grassroots Week even more successful than in the past.

On Friday 23 July, youth football development experts from throughout Europe will be invited to an open forum to reflect on the course of youth football over the past half-century, and to help formulate the shape of youth football to come.

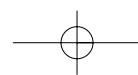
They will also be able to recall their own playing days, trying out their own skills and pitting them against each other in light-hearted competition.

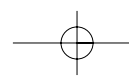
The following day, participants will be able to attend the Final of the 2004 Under-19 European Championship, also in Nyon, to witness current international youth football at its very best.

1976 Czechoslovakia win a decisive series of penalty-kicks to beat the Federal Republic of Germany in the European Championship Final in Belgrade.



1979 UEFA celebrates its 25th anniversary, including a match in Berne between Argentina and the Netherlands, a formal dinner, a conference of presidents and general secretaries, and the publication of the reference book, 25 Years of UEFA.





Time Capsules

The purpose of a time capsule is to safeguard symbolic objects for a future generation. For example, a strong container is buried in the ground or locked away in a safe inaccessible place (such as a bank vault) for a determined number of years – usually at least 50.

UEFA will be preparing its own weather-proof time capsule to be deposited in Nyon one day in 2004, containing items such as a football, UEFA EURO 2004™ memorabilia, Champions League programme, and so on.

Member associations are encouraged to do the same, choosing what kind of container to use, what to put in it, and when. It's simple and can arouse interest from the public and media (who may suggest what should be included in the box).

Balloons

The balloon goes up on 15 June 2004 – 50 years to the day since UEFA was founded. UEFA will release 2,600 balloons (50 for each of its 52 member associations) during UEFA EURO 2004™ in Portugal.

UEFA will also provide each member association with 50 red and blue Jubilee balloons to be released on the same day, creating a local media event. Each will have a voucher in a plastic cover; anyone finding a UEFA Jubilee balloon sends the voucher to UEFA for Jubilee souvenirs, while two lucky finders will discover that the voucher is for a special prize of two tickets to the 2005 UEFA Champions League Final.

The Big Event

The European Championship is the flagship of UEFA's many competitions and the 2004 finals in Portugal promise to build on the success of the previous tournaments.

EURO has accumulated its own tradition and it is in the long-term interests of the identity of this competition for it to continue to go from strength to strength. Thus the competition itself will remain at the forefront of all attention in June-July 2004, with the Golden Jubilee designed to supplement the event and the EURO brand.

There will be a similar Jubilee presence at the other UEFA competitions held in the course of 2004, as included in the year's calendar on page 4, including the club competition finals and the different youth tournaments.

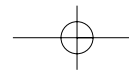
1980 FR Germany beat Belgium 2-1 in the final of EURO 80 in Rome.

1983 Jacques Georges takes over the UEFA presidency after the death of Artemio Franchi in a road accident.



1984 The newly elected President presents the Henri Delaunay trophy to another Frenchman, Michel Platini, as France triumph in EURO 84.

1985 UEFA's blackest day as 39 people die in the Heysel Stadium tragedy in Brussels.



ARE ABOUT TO

Congress 2004 Business and Pleasure

The programme surrounding the 2004 UEFA Congress in Limassol, Cyprus, will focus on the Golden Jubilee.

The customary schedule of events will be enlarged by the introduction of an awards ceremony on the eve of the Congress itself, featuring reflections on 50 years of European football in word and image from prominent figures from the past five decades.

The business part of the Congress takes place on Friday 23 April.

With regard to gifts, it is UEFA itself who will have the pleasure in Limassol of being the giver, rather than the recipient. All delegations will receive gifts including copies of the Jubilee books described on page 9.

As for gifts being offered to UEFA, associations and others will be advised in ample time of a special policy UEFA urges them to adopt.

Presidents & General Secretaries Conference Lisbon Summit Conference

A major event of the Jubilee Year is scheduled right at the end of UEFA EURO 2004™ in Portugal.

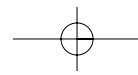
The EURO Final is on Sunday 4 July in Lisbon. The day before, also in the Portuguese capital, UEFA is holding a conference for the presidents and general secretaries of the 52 member associations. These top national representatives will all be invited to the Portuguese capital for the assembly, an anniversary dinner and the UEFA EURO 2004™ Final the following day.

1988 Marco Van Basten and Ruud Gullit score as the Netherlands beat the USSR in the EURO 88 Final in Munich.

1990 Lennart Johansson becomes President of UEFA, defeating Freddy Rumo (Switzerland) in the ballot at the UEFA Congress in Malta.

1992 The new President's homeland organizes EURO 92 and Denmark unexpectedly beat Germany in the Final.





Austria and Sweden Two Centenarians

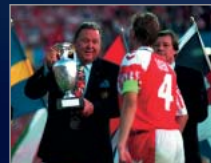
Even at the age of 50, UEFA is still a youngster compared with centenarian national associations such as Austria and Sweden.

• Austria's football fortunes have vacillated since the Oesterreichischer Fussball-Bund was founded in 1904, with the great "Wunderteam" of the 1930s remaining as the highlight. In 2008, Austria will co-host the European Championship with neighbours Switzerland.

• An original founder member of FIFA in 1904 and a strong advocate of a European confederation 50 years later, Sweden's moment of glory came in 1958 when they hosted the FIFA World Cup and lost only in the Final against Brazil. In 1992, Sweden hosted the European Championship.

Several other European associations also celebrate milestone anniversaries in UEFA's Jubilee Year : Kazakhstan (90 years), Cyprus and Liechtenstein (70), the Faroe Islands (25) and Andorra (10).

1993 Olympique Marseille win the first Champions League Final, 1-0 against AC Milan in Munich.



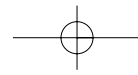
FIFA and the AFC Shared Birthdays

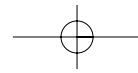
While UEFA celebrates its own Golden Jubilee next year, FIFA marks up its century. The main celebratory event is the FIFA Congress on 21 May in Paris and an international match at the Stade de France between France (the reigning European Champions, representing UEFA) and the current World Champions, Brazil – a re-match of the 1998 FIFA World Cup Final, which France then won 3-0.

UEFA and FIFA are in close contact to coordinate this and other events and activities during the year in the effort to make this a year of truly memorable value for the football community in Europe and beyond.

The Asian Football Confederation was founded within days of UEFA in 1954, and its membership has grown to 44. The two confederations share regular and friendly contacts and the mutual Jubilee year will be an appropriate opportunity to deepen this relationship and combine forces, with details to be announced in due course.

1995 UEFA moves from Berne to Nyon.
1996 Germany become European champions for the third time, beating the Czech Republic with a golden goal in the Wembley Final.





The Media Working with the Media

The media are our allies in publicising and promoting special activities. Events planned in connection with the UEFA Golden Jubilee emphasise the strength of the European football community and should be conceived with the media in mind:

- What is likely to attract their interest and attention?
- How can they cover the event?
- Which is the best day of the week for maximum media coverage?
- Are some activities more suitable for television, radio, or the written press?
- Remember to create photo opportunities
- ...and remember to give plenty of advance notice!

Artwork of the Golden Jubilee logo is being made available to national associations, to the media and other interested parties, in order to achieve the widest possible exposure in a relatively short space of time. It will be accompanied by standard guidelines for the logo's usage.

Video footage will be made available to national associations and/or their broadcast partners to produce a national TV programme combining generic European footage with their own specific national archive material.

Keeping a record

National associations are encouraged to keep a record of their Jubilee events, not only for their own archives but also as a contribution to a post-Jubilee publication by UEFA itself.



Social Partners Working Together

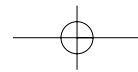
Over the years, UEFA and the European Union have evolved into a relationship based upon mutual respect and understanding that aims to find workable solutions to issues arising as top-class sport becomes increasingly affected by its political environment.

2004 happens to be the EU's own Year of Education through Sport, and the two bodies are in discussion on how the European football authority may best contribute to the success of the Year.

The Jubilee year will present an ideal platform for UEFA to promote its partners in an on-going assistance programme. These include the International Committee of the Red Cross, the Special Olympics, Football Against Racism in Europe, the Danish Fun Football project and the Make A Wish foundation.



- 2000** The European Championship is co-hosted by neighbours Belgium and the Netherlands, with France winning on a golden goal in the Final against Italy in Rotterdam.
- 2002** Lennart Johansson is re-elected for the third time, securing his presidency through the UEFA Golden Jubilee.



UEFA and Switzerland At home in Switzerland

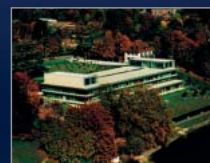
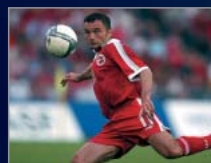
It was during the 1954 FIFA World Cup in Switzerland that leaders from 30 European countries met in Basle to create the new UEFA and to give European football more say in its own affairs.

The new confederation's first offices were in Paris but it soon re-located to Switzerland, settling in Berne. As from 1997, UEFA took up its present residence in Nyon.

UEFA remains deeply grateful to the Swiss authorities at federal, cantonal and local level, for the assistance and understanding they have shown over the past decades, and will host a formal dinner in mid-2004 in honour of dignitaries from the relevant Swiss political and sporting authorities.

This same sentiment is also at the core of co-operation with the football association of the Canton of Vaud, UEFA's adopted home canton, which also happens to be celebrating its centenary in the year 2004.

2004 UEFA marks its 50th anniversary.



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