



THE CHAMPIONS
PROMENADE®

GOLDEN FOOT®

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The professional value of a player can only be judged in the long run, his football career must go on for many years and at high level. This is why the Golden Foot award was created in 2003. Our great international career award, which is under the High Patronage of H.S.H. Prince Albert II, goes to the players who give a great contribution to football throughout their career. This event is devoted to football and to its great champions, players that made us enjoy the most beautiful game in the world.

Antonio Caliendo



MONACO, THE PERFECT LOCATION

Besides Formula 1, tennis and other international events regarding the world of culture, entertainment and other sports, Monte-Carlo becomes a point of reference also for football. Thanks to its cosmopolitan nature, the Principality is the ideal place for an international initiative such as “The Champions Promenade” and the “Golden Foot” award. H.S.H. Prince Albert II, who has always been a football fan, has, then, decided to dedicate a part of Monaco seafront to “The Champions Promenade”, that he opened in 2003.

The Principality of Monaco is the second smallest country in the world, after Vatican City State, with a surface area of 1.95 sq. km and slightly more than 32,000 residents. The Principality owes its actual importance and international prestige to the fifty-five-year reign of Prince Rainier III (1924-2005) that has deeply changed the country enlarging its territory, 40% of which was recovered from the sea. On this territory the areas of Larvotto, Portier and Fontvieille were built. Since 6 April 2005 the new sovereign is his son, Prince Albert II.



H.S.H. Prince Albert II is a great sports fan. He competed in the bobsled at the 1988, 1992, 1994, 1998, and 2002 Winter Olympics, and he has recently convinced also the Tour de France organizers to make the 2009 Tour start from the port of Monaco, right where the Formula 1 Grand Prix starts from every year. Prince Albert firmly

believes that sports are powerful instruments to awaken public opinion to the environmental and ecological problems in particular, which are among his main concerns: “I am convinced that the sports community represents undoubtedly the first mobilizing force in the world beyond any ethnic, religious and social difference. The

contribution it (sport) can give to this cause is potentially immense” said the Prince to an Italian newspaper. Last February Prince Albert managed to host the PNUE, the United Nations Plan for the Environment, summit in Monaco, where one of the world’s most important meetings on environment was held.



GOLDEN FOOT AWARD



The Golden Foot is a career award assigned to great footballers every year. It was conceived by World Champions Club, a football management company, to create an award to be given to the player still in activity that is reputed, by the football fans, worth leaving his footprints beside the greatest legends of football. It is an award that is not only honoured by the High Patronage of H.S.H. Prince Albert II but also by his presence, in fact every year he hands the Golden Foot award over to the winner. The first player who won the Golden Foot was Roberto **BAGGIO** in 2003, then Pavel **NEDVED** in 2004, Andriy **SHEVCHENKO** in 2005, **RONALDO** Luis Nazário de Lima in 2006 and Alessandro **DEL PIERO** last year. They were elected by their fans from all over the world who voted on the www.goldenfoot.com event's official web site.

The Golden Foot trophy that is given also to the "all-time" football legends invited every year to the event is a golden footprint weighing 200 grams, completely hand-embossed and chiselled, and a golden star with 0.58 carats diamonds representing the Golden Foot logo and is produced by "Ciudano Jewellers Monte-Carlo".



THE CHAMPIONS PROMENADE

The Champions Promenade is a spot on the seafront, given by H.S.H. Prince Albert II, which has been devoted to the greatest football champions. With the creation of the “Champions Promenade” in 2003, Monaco has become the “Hollywood of football”: the great football champions just like the great movie stars! The Champions Promenade is a path dedicated to their footprints. To become a part of this spot means to get into the legendary group of the all-time best players who have received the Golden Foot award.

These are the names of the players that have enriched this open air museum so far: Baggio, Best, Eusébio, Del Piero, Di Stéfano, Facchetti, Fontaine, Gento, Ghiggia, Kempes, Kopa, Maradona, Müller, Nedved, Platini, Puskás, Riva, Rivellino, Rivera, Romário, Ronaldo, Rossi, Shevchenko, Stoitchkov, Weah, Zico and Zoff.



The champions, that have been awarded the Golden Foot so far, won in all with their respective national selections: 1 Olympic Gold medal, 11 World Cups and 10 Continental titles; with their clubs they won 62 international Cups, more than 130 national championships, and 33 individual titles as “Best Player of the Year”.

*In the pictures:
Romario, Platini, Maradona and Baggio.*



THE JURY AND THE MEDIA PARTNERS



Newspapers, sports publications and web sites from all over the world are the editorial partners of this initiative. Every newspaper provides a representative for the jury of experts. Every year, the Jury selects the “all-time” champions that will be invited (their footprints will enrich the Champions Promenade) and the list of ten players still in activity, who will compete to win the Golden Foot of the Year through the votes of the “people’s jury” on the event’s web site, www.goldenfoot.com. The 2008 Golden Foot Jury members are: **José Manuel Delgado** (A Bola, Portugal), **Dundar Kesapli** (Ajansspor.com, Turkey), **Andy Jackson** (Australian Four Four Two, Australia), **Cosimo Baldini** (Calciomercato.com, Italy), **Ondřej Škvor** (Daily Sport, Czech Republic), **Javier Brusés Manresa** (Don Balon, Spain), **Jan Hermen de Bruijn** (Elf Voetbal, Netherlands), **Mehmet Demircan** (Fanatik, Turkey), **Hugh Sleight** (Four Four Two, England), **Matteo Marani** (Guerin Sportivo, Italy), **Arnaldo Cardoso Pires** (Jornal dos Sports, Brazil), **George Dearnaley** (Kick Off, South Africa), **Patricio Villalobos Cuevas** (Mediotiempo.com, Mexico), **László Pajor-Gyulai** (Nemzeti Sport, Hungary), **Leonardo Farinella** (Olé, Argentina), **Lionel Robert** (Onze Mondial, France), **Søren-Mikael Hansen** (Politiken, Denmark), **Robert Vatafu** (ProSport, Romania), **Andrea Munari** (Radio Monte Carlo, Monaco), **Cvetan Lambrev** (7dni Sport, Bulgaria), **Marco Foroni** (SKY Sport, Italy), **Akis Tsopelas** (SportDay, Greece), **Vladimir Titorenko** (Sport Express, Russia), **John Baete** (Sport Foot Magazine, Belgium), **Luo Ming** (Titan Sports, China), **Kesit Budi Handoyo** (TopSkor, Indonesia), **Carlos H. Moreira Jr.** (TV Esporte Interativo), **Jiro Yoshida** (World Soccer Digest, Japan).

This year the new media partners of the 2008 Golden Foot event are: Don Balón, the Spanish weekly, Elf Voetbal, the Dutch monthly, Fanatik, the Turkish sports daily, Il Guerin Sportivo, the Italian oldest magazine, Kick Off, Africa’s most important sports magazine, Jornal dos Sports, Brazil’s oldest sports daily, 7dni Sport, the most important Bulgarian sports daily, SportDay, the Greek sports daily, Sport Foot Magazine, the Belgian magazine, SKY Sport, the unique Italian pay-tv, Onze Mondial, the French magazine, and TV Esporte Interativo, the Brazilian television. From this year all the 5 continents have their representatives among our media partners.



THE NOMINEES

Pictures-cards got from the Calciatori Panini albums with the kind permission of Panini SpA



The jury of the international journalists appointed by the event media partners selects the 10 nominees for the Golden Foot award. The nominees are chosen among the top players still in activity and with a very successful career behind them. The ideal Golden Foot nominee must meet the following requirements: at least 29 years of age, great technical skills, uprightness and fair play, popularity and international reputation, a successful career and personal achievements with his club and/or with his country selection. The players selected by the Jury for the 2008 Golden Foot are: David **Beckham** (Eng), Gianluigi **Buffon** (Italy), Fabio **Cannavaro** (Italy), Luís **Figo** (Portugal), Ryan **Giggs** (Wales), Thierry **Henry** (France), **Raúl** González Blanco (Spain), **Roberto Carlos** (Brazil), Francesco **Totti** (Italy), David **Trezeguet** (France). The winner will be chosen by the fans worldwide that can vote on the event's official web site www.goldenfoot.com, which makes the Golden Foot the only international award given by football fans.

During his career Alessandro Del Piero, the Golden Foot winner in 2007, was able to become world champion both with his club and with his national selection. In 1996, with the shirt of Ju-

ventus FC, the 2007 Golden Foot winner gained the Intercontinental Cup winning by 1 to 0 against Argentine CA River Plate. In 2006 at the World Cup staged by Germany he contributed to the

victory of Italy with the goal scored in the semi-final when Italy beat Germany, the hosting team, 2-0 and with one of the crucial penalty shoot-outs in the final against France.



THE CHARITY INITIATIVES

Everybody knows that many football players are involved in promoting charity initiatives to help those ones who are in need. On the occasion of every edition of the Golden Foot a charity project is selected and is promoted through the event. Every year during the Golden Foot gala dinner an auction sale of the historical shirts and memorabilia signed by the legendary players, who attend the event, is carried out.

In the past editions the Golden Foot event raised funds for: **Restinga Olympic Village** (2003) created by Carlos Dunga, captain of the Brazilian selection who won the 1994 World Cup and new Coach of the Seleção; **FIFA Goal Programme** (2004), which supports 160 football infrastructure projects around the world; **Fondazione Milan** (2005), promoted by AC Milan, the non-profit organization that supports regularly institutions involved in social work that are very important for the whole community, **Fundación PUPI** (2006) promoted by Javier Zanetti, that tries to provide food, education and health to children living in high-risk social environments and **“Champions for Children”** (2007) promoted by Dutch international Clarence Seedorf. It is a non-profit foundation born to protect and support the conditions in which children and young people grow up in developing countries.



Thanks also to the Golden Foot funds collected in 2007 for the “Champions for Children”, the construction of the new Maurice Otunga school, in Nairobi (Kenya) was completed. From January 2008 school activities started again and the 250

students can continue their classes in the new building. During the starting meeting the chief of the school said: “the beauty of this building reminds us our desire for beauty, the beauty within us all”. He also thanked the donors and asked

everybody to keep the “dream of beauty and justice alive especially in this difficult time for our country”.



LINKED EVENTS

Within the 2004 Golden Foot event, World Champions Club organized and managed, on behalf of the Principality of Monaco, the celebrations of **FIFA CENTENNIAL**, a historical event. Also the President of the international football federation, Mr Joseph Blatter, was present at the initiatives to celebrate FIFA history and received the Golden Foot award. On that occasion the Principality of Monaco had a statue made and placed on "The Champions Promenade" to commemorate this celebration. A special stamp was also issued by the Principality that hosted also a photo exhibition "**FIFA 100 ANS, 100 JOUEURS**", dedicated to the great myths of international football, at the Pastor-Gismondi Gallery.



Michel Platini, who got the Golden Foot award in 2004, is the only player that won the title of European Player of the Year three years in a row (1983, 1984 and 1985). Only two other players won three times that title, not consecutively though: Dutch players Johan Crujff (1971, 1973, 1974) and Marco Van Basten (1988, 1989, 1992). Platini is also the all-time top scorer of a single edition of the European Championship: he scored 9 of the 14 goals of the French team that won the European title in 1984.


WORLD CHAMPIONS CLUB

MONACO
THE PROMOTERS


WORLD CHAMPIONS CLUB


MONACO

World Champions Club (WCC) is a football management company based in Monaco. WCC has put together the experience and the competence developed in many years of work in this field and can provide advice in the organization of sport events, transfer of football players, sponsors research and image rights management. “The Champions Promenade – Golden Foot event” came out of an idea of WCC. Web site: www.worldchampionsclub.com.

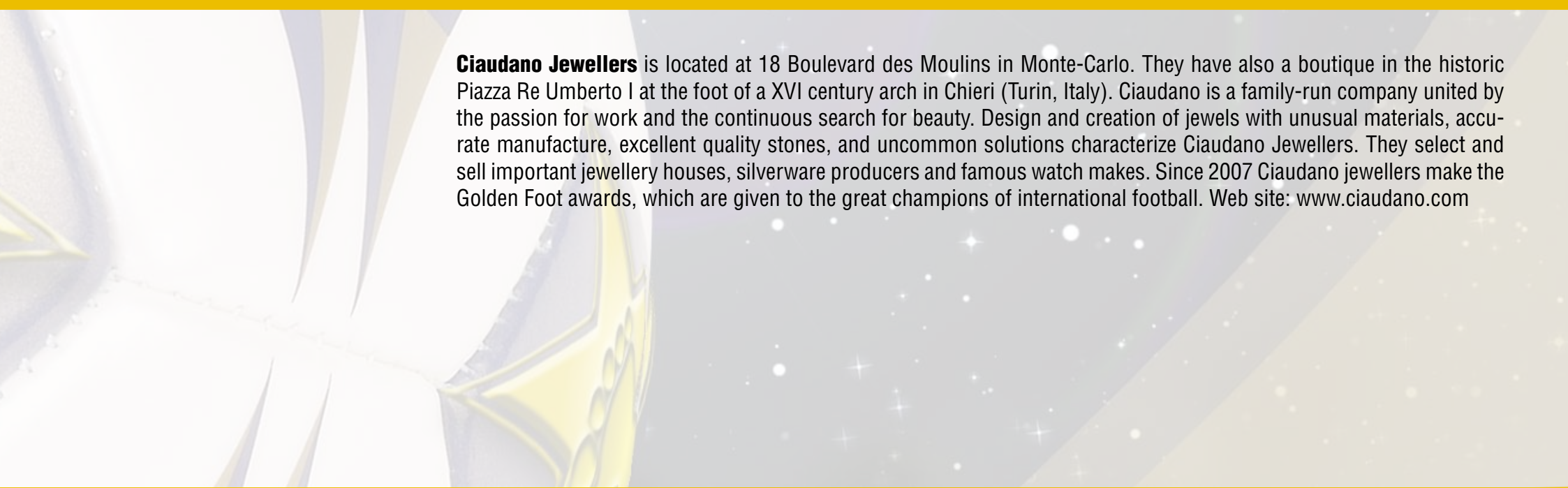
The **Monaco Government Tourist Office and Convention Authority** is a Service provided by the Government; its mission is to promote the Principality and the whole of its tourism entities. As a totally free of charge Government Service, TCO provides global counselling about the Destination. TCO stays tuned to every need in order to give the best advice about the stay's offer and about the business tourism offer. There are TCO foreign offices also in London, Paris, New York, Düsseldorf, Milan and Tokyo. Web site: www.visitmonaco.com.



SPONSOR



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Ciaudano Jewellers is located at 18 Boulevard des Moulins in Monte-Carlo. They have also a boutique in the historic Piazza Re Umberto I at the foot of a XVI century arch in Chieri (Turin, Italy). Ciaudano is a family-run company united by the passion for work and the continuous search for beauty. Design and creation of jewels with unusual materials, accurate manufacture, excellent quality stones, and uncommon solutions characterize Ciaudano Jewellers. They select and sell important jewellery houses, silverware producers and famous watch makes. Since 2007 Ciaudano jewellers make the Golden Foot awards, which are given to the great champions of international football. Web site: www.ciaudano.com



SEE YOU ON 1 SEPTEMBER 2008

The 2008 Golden Foot and the footprint ceremony on the Champions Promenade will be held in Monaco on Monday, September 1st. At sunset in the magnificent landscape of Monaco seafront, beside the Grimaldi Forum, more footprints will be placed in that open-air museum that is the Champions Promenade. The footprints ceremony will be followed by the Gala dinner at the Salle Empire of the Hôtel de Paris for the Golden Foot prize giving ceremony.

The Hôtel de Paris is situated on the famous Place du Casino. The Hôtel de Paris is a traditional grand hotel built in 1863, exuding an atmosphere of a bygone era. This palace hotel enjoys a panoramic view on the Mediterranean Sea.

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