PRESS RELEASE

March 2015

**Fascinating Football Friendly: Manchester Meets Malaysia**

**THE NATIONAL FOOTBALL MUSEUM BRINGS THE BEAUTIFUL GAME TO MALAYSIA**

With the English Premier League being watched by millions across the world, the beautiful game takes centre stage in a new campaign by Visit Britain to showcase the best of Britain to the globe.

Fascinating objects from the National Football Museum’s collection, including Bobby Moore’s 1970 FIFA World Cup England shirt, George Best’s Ballon D’or and the FA Cup (the museum’s official replica given it’s that time of year!) are just some of the key items on display for the Football Treasures exhibition at Avenue K-Mall, Kuala Lumpur. The exhibition forms a key part of the Football is GREAT! Campaign, a collaboration between Visit Britain and the British High Commission. The British High Commissioner to Malaysia, Vicki Treadell said Malaysia was chosen first because of its huge EPL fan base.

"There is a passion for football in Malaysia, one that they share with the United Kingdom, and we just thought that this is the perfect place to bring the campaign.

"At the National Football Museum, there are 140,000 exhibits, so we thought we can spare a few to bring here to Malaysia," she said at the launch.

This shows the museum’s increasing international significance and its work to bring the collection to the wider world. National Football Museum’s Director Kevin Moore said:

 “Fans flock from every corner of the globe to experience Manchester’s footballing offer. Football is a huge boon to our economy. We know the museum is fast becoming an essential fixture on the international tourism must see list and it’s fantastic that the British High Commission and Visit Britain have given us the opportunity to take a piece of our footballing history out to Malaysia.

The exhibition also features former Manchester City player and Malaysian TV pundit Peter Barnes and an exclusive rooftop screening of 'Bend it Like Beckham' during a campaign to promote its 'Premier Skills' programme and to encourage more women to participate in Malaysian football.

**-ENDS-**

**NOTES**

The National Football Museum is a registered charity no 1050792. Admission to the museum is free.

Football Treasures is open until 1 March 2015.

The exhibition is Part of the Football is GREAT! Campaign, a collaboration between Visit Britain and the British High Commission

Full list of objects on display from the National Football Museum:

* Bobby Moore’s shirt exchanged with Pele at the 1970 FIFA World Cup
* The Ballon d’Or presented to George Best in 1968
* David Beckham’s ball from the 2002 FIFA World Cup
* Replica of the FA Cup Trophy
* A life size statue of Pele

For more information and media enquiries please contact Brazen PR or the National Football Museum directly

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The National Football Museum Registered Charity Number: 1050792

Website: [www.nationalfootballmuseum.com](http://www.nationalfootballmuseum.com/)

**Notes to Editors:**

The National Football Museum is a registered charity overseen by a board of trustees, and also counts notable names amongst its honorary positions, including Museum President Sir Bobby Charlton, Museum Vice Presidents Sir Alex Ferguson, Sir Trevor Brooking and Sir Geoff Hurst, plus Museum Special Ambassador Mark Lawrenson.

The museum also provides a permanent home for its nationally-recognised Hall of Fame, with new legends being inducted in a prestigious awards ceremony every year.

Entrance is free. To enhance the Museum experience, there are some additional exclusive paid-for interactive exhibits ‘Football Plus+’ to help ensure that visitors enjoy one of the best days out in the city.

Opening Times:

Monday-Saturday 10am – 5pm

Sunday 11am – 5pm

Open Every Day excluding Christmas Eve, Christmas day, Boxing Day, New Year’s Day and Easter Sunday

The venue is fully accessible for wheelchair access

ERDF in the Northwest

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ERDF in the North West is managed by the Department for Communities and Local Government – for further information visit [www.communities.gov.uk/erdf](http://www.communities.gov.uk/erdf).

Mirrorpix is the Official Image Partner of the National Football Museum

