



Press Release

Are you ready to play? See what it's like to play with Messi and Barça superstars

- New point-of-view film from Beko takes you up close to the world's best players
- Win the chance to play a match at Camp Nou and train at Ciutat Esportiva Joan Camper

25 April 2017 – #Time2Play film is part of Beko's *Official partner of play* campaign with FC Barcelona

For the first time ever, fans can step into the boots of an FC Barcelona player thanks to unique point-of-view filming techniques and experience what it is like to train with Lionel Messi, Luis Suárez, Gerard Piqué, Arda Turan, Ivan Rakitić and Marc-André ter Stegen.

Beko, a Premium Partner of FC Barcelona, is taking fans inside the world-famous club to experience training with Barça stars at Ciutat Esportiva Joan Gamper, facing up to Ter Stegen to take a penalty, walking through the players' tunnel at Camp Nou – where legends of the game have paused to gather their final thoughts – and running out onto the hallowed turf.

'#Time2Play' launches a once-in-a-lifetime competition, giving fans the amazing opportunity to play at the historic Camp Nou stadium in June. For the chance to win, fans simply need to register their details at <https://www.fcbarcelona.com/BekoTime2Play>.

Leading home appliance brand Beko will take 22 lucky winners to Barcelona to play a match on the Camp Nou pitch, receive a coaching clinic with FC Barcelona coaches at Ciutat Esportiva Joan Gamper, have an exclusive tour of the stadium and museum, travel on the team bus and receive complimentary FCB team kit. All flights, accommodation and meals are included.

The *Official partner of play* campaign is built on FC Barcelona's skilful, attacking football played with freedom and enjoyment both on and off the pitch, a style of play that epitomises the true spirit of football. As a brand, Beko supports people in their busy lives by providing faster, more efficient home appliances, giving them more time and freedom to 'play' every day with the spirit of FC Barcelona.

-Ends-

About Beko

Beko is the international home appliance brand of Arçelik Group and a Global Premium Partner of FC Barcelona. It offers product lines that include major appliances, air conditioners and small appliances. Beko is No.1 in the European free-standing white goods market and the second largest home appliance brand in Europe in the white goods sector, and has been the fastest growing brand in the overall European market in the last seven years.

With its leading position, Beko is one of the most important players in the UK's home appliances market, and also holds top position in the French freestanding and Polish total white goods market. Additionally, Beko has become the fastest growing white goods brand in the German market, the biggest white goods market in Europe, in the last five years with nearly three-fold market growth.



For Beko, the smart generation is the greatest source of inspiration in pioneering future solutions. Beko is inspired by people's ever-changing needs and lifestyles and strives to help make consumers' lives easier with smart home appliance solutions. Beko offers a range of smart solutions to cater to the needs of different people, cultures and ways of life in more than 100 countries worldwide by providing fast, flexible and energy saving home appliances with smart technologies and stylish design.

Beko and FC Barcelona

Beko is an Official Premium Partner of FC Barcelona. Beko signed a four-year sponsorship deal at the start of the 2014/15 football season that runs through until the end of 2017/18 season. It is a worldwide partnership that sees the Beko logo placed on the sleeve of the team's kit.

Beko's sponsorship of FC Barcelona will be activated through a new campaign launched in 2016 that highlights the shared values of 'play' between the club and the brand. The 'Official partner of play' campaign will see world famous players including Lionel Messi, Luis Suárez, Neymar Jr., Andrés Iniesta and Gerard Piqué appear in person and as playful animations.

Further information at:

www.beko.com

For further information, please contact your local Beko team.

When using the pictures, please include the following attribution: ©Beko.