

Press release

## **Messi, Piqué and Turan surprise school kids to give them the dream day of play**

- **School children given surprise day out at FC Barcelona's training ground by Beko**
- **Dream comes true for the children as FC Barcelona stars join in with their training session**
- **Beko renovated school's workspace to bring an element of play to their everyday**

**18<sup>th</sup> July 2016 – 'Chance to Play' is the latest story in Beko's *Official partner of play* campaign**

Children all over the world dream of having a kick-about with their football heroes. Beko made this dream possible for one group of school children from an underprivileged neighbourhood as FC Barcelona stars gave them the surprise of their lives.

Lionel Messi, Gerard Piqué and Arda Turan surprised 10 children from a school in Barcelona and joined in with their training session as part of a special day out organised by Beko, Premium Partner of FC Barcelona.

The children, who regularly take part in the FCB Foundation's FutbolNet programme, were taken by bus to a surprise location – the FC Barcelona training ground – for a special coaching session. However, the biggest surprise came when the trio of international football stars walked in to take part in the session as part of Beko's *Official partner of play* campaign.

Whilst the children were enjoying their dream day playing with Messi, Piqué and Turan, Beko gave their school a makeover by transforming a previously unusable workspace with new paintwork, furniture, FC Barcelona wall vinyls and brand new Beko appliances to create a vibrant room for them to play and learn in.

Tülin Karabük, Global Beko CMO, said: "Everyone deserves to have time to play in their lives, but for some people this is not always possible. For the children at the school, football and FC Barcelona means everything to them, so Beko teamed up with the club to give the kids the dream day of play at FC Barcelona's training ground and the surprise of their lives from Lionel Messi, Gerard Piqué and Arda Turan. We also left a legacy for the school by creating a new-look workspace complete with new Beko appliances."

Òscar Tàrraga, School Principal, commented: "Thanks to Beko and FC Barcelona, the kids have the opportunity to play in a place that would never be possible. It gives these kids a chance; something to make them happy. The entourage – I saw them approaching but none of the kids saw it and it was spectacular. The surprise on their faces, they weren't expecting it. It has been a gift."

Jordi Cardoner, FC Barcelona First Vice Chairman, said: "Working with Beko on this brilliant surprise for the children has been a great experience and we would like to thank Beko for their continued support of the club, the FCB Foundation and FutbolNet."



FutbolNet is a scheme for 10 to 16-year-olds run by the FC Barcelona Foundation, which works with schools and youth groups in Catalan areas to use football as a tool to promote values such as self-confidence, respect and a sense of responsibility.

Beko's *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 fast, flexible and efficient home appliances, giving them more time and freedom to 'play' every day with the spirit of FC Barcelona.

**Watch 'Chance to Play' here: <https://www.youtube.com/watch?v=A48SM7K5by4>**

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### **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 the second largest 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.

### **Official partner of the everyday**

Beko launched a new long-term communications platform in March 2016 that positions the brand as the 'Official partner of the everyday'.

The Official partner of the everyday establishes Beko as a truly consumer centric brand that supports real peoples' needs every single day, whilst celebrating the kitchen as the heart of the home for modern families.

The campaign is based on an understanding of real peoples' lives and needs, and the everyday frustrations they are having. Beko provides meaningful solutions through a wide range of fast and clever products that are flexible to the real needs of people at every stage of life and shows how people can rely on Beko as their everyday partner.

### **Beko and FC Barcelona**

Beko is a 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.

### **About FCB Foundation**

The FC Barcelona Foundation was created in 1994 as the vehicle for FC Barcelona's corporate social responsibility. At present, its projects are mainly based on the following premises: the use of sports as a core instrument; the fostering of education and the positive values of sport; children as the target beneficiaries and the promotion of Catalonia through Barça. Nowadays the Foundation reaches more than 500,000 beneficiaries all over the world.

In 2006, FC Barcelona adhered to the United Nation's 'Millennium Development Goals' and since then has been donating until the 0.7% of the Club's ordinary income to support the Foundation's projects. In addition, since 2010, the players and coaches of the Club's professional teams have donated 0.5% of their salaries to the Foundation.

The main projects of the Foundation are Barçakids and FutbolNet. Besides, it also has joint ventures with several international entities such as: Unicef, Bill & Melinda Gates Foundation, IOC (International Olympic Committee), Cruyff Foundation, etc.

For further information visit: <https://fundacio.fcbarcelona.cat/>

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