



David Beckham Opens Doors to Football Academy in London

***Children and parents can register their interest now at
www.thedavidbeckhamacademy.com***

28th November 2005.

Today marks the realisation of a long held ambition for David Beckham as he returns home to London to officially open his football academy.

The David Beckham Academy is the largest sporting facility of its kind in Europe comprising two indoor full sized third generation pitches and an extensive series of buildings featuring state of the art classrooms, dining hall, on site medical centre and individual boys and girls changing facilities.

Welcoming boys and girls aged 8-15 of all ability levels, the David Beckham Academy aims to bring in an intake of 15,000 children on an annual basis. 10,000 of those places will be provided entirely free of charge through school day visits and local community programmes.

David Beckham said: "This is a special day for me and one of the proudest moments in my life. I have for many years had an ambition to give children the same opportunities I had through football coaching. I wanted an environment where children could learn but more importantly have fun. This has surpassed my highest expectations."

The site in Greenwich alongside the The O2 (formerly known as the Millennium Dome) is one of the first parts of a vast building project managed by Anschutz Entertainment Group (AEG) that will transform the area into an entire entertainment and sporting village. The launch of the London academy is part of a global expansion programme with a facility opening in Los Angeles and further planned launches across the world.

Tim Leiweke, president and CEO of Anschutz Entertainment Group said: "(Freud to provide)."

During school holidays there are a series of three and five day holiday camps priced at £175 and £250 respectively. Each player will receive their own three adidas training kit as they become immersed in a unique cross curricular experience focused on football related activities based on a World Cup tournament. Featured in the teaching are other aspects of the game including diet and nutrition, health and fitness, physiology plus the role of managers and media.

A driving force for the Academy is David's desire to give something back to the community. A partnership with the Shine Foundation will form a cornerstone of the Academy's ambitions with substantial funds directed into charitable projects. The Foundation funds and develops initiatives giving disadvantaged children attention and support to help them raise their achievement levels at school. Projects will include specialist after school clubs and Shine Academies helping children to realise their full potential.

The Academy training programme has been developed by David Beckham and one of the most respected youth coaches in the game. Eric Harrison is director of coaching for the Academy, bringing a wealth of experience to the role as a former youth team coach at Manchester United for 18 years and one of the key men behind the emergence of the crop of United players including David himself, Paul Scholes, Nicky Butt, Ryan Giggs, Gary and Phil Neville. Eric is supported by Ted Dale, former youth team coach at Chelsea, and responsible for an Academy coaching staff of 25 men and women, qualified with either UEFA or FA coaching badges.

Ian Beasley, current Arsenal Team Doctor and Gary Lewin, England and Arsenal Physiotherapist oversee a full time medical team providing children with full on site treatment and an insight into the physiology of sport.

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For further information on The David Beckham Football Academy, please contact:

Simon Oliveira +44 (0) 7775 740 419
simon.oliveira@footworkproductions.com

Alison Parry +44 (0) 7786 252 122
ali@19.co.uk

For further information on Anschutz Entertainment Group, please contact:

Zoe Andersen
zoe.anderson@freud.com

Notes to Editors

Anschutz Entertainment Group

At the centre of Anschutz Entertainment Group's vision for the O2 is a world-class entertainment and leisure arena. Primarily, this 26,000 capacity venue will provide international acts and sports teams with arena facilities of a standard currently unseen in Europe.

The arena will also host gymnastics and basketball as part of the London 2012 Olympics and will be surrounded by a world-class entertainment and leisure district, drawing international crowds and making it a superb complement to the Academy on the Peninsula.

Anschutz Entertainment Group is one of the leading sports and entertainment presenters in the world. A wholly owned subsidiary of The Anschutz Corporation, it owns or operates some of the world's best arenas and theatres and a collection of companies dedicated to producing, promoting and presenting world-class live entertainment.