United States Soccer Federation
NEWS RELEASE

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FOR IMMEDIATE RELEASE

1982 FIFA WORLD ALL STAR GAME TO BE PLAYED AUGUST 7
EUROPE VS. REST OF WORLD TO PLAY AT GIANTS STADIUM

NEW YORK, N.Y., April 26, 1982 -- Dr. Joao Havelange, President of the Federation Internationale de Football Association (FIFA), the governing body of world soccer, today announced that the 1982 FIFA World All Star Game for the benefit of UNICEF will be played at the home of the Cosmos, Giants Stadium, New Jersey, on Saturday, August 7th at 8 p.m.

Dr. Havelange, presently attending the Annual Congress of the Union of European Football Associations (UEFA) in Dresden, East Germany, said: "On the two previous occasions when such benefit games have been played for UNICEF, a select team of players from throughout the world has played against club teams, Borussia Dortmund in 1979 in Germany and FC Barcelona in 1980 in Spain. A change in format has been agreed upon for the 1982 game, however, enabling FIFA to honor 32 players. The All Star Select Team from Europe, comprising a squad of 16 players, will play in New York in August against a similar selection from the Rest of the World. Harry Cavan, Senior Vice President for FIFA, has been named to handle all arrangements for the game on behalf of FIFA, including the selection of players and coaches."

FIFA will finalize its selection of players in Madrid during the last week of World Cup 1982, which is being played at venues throughout Spain from June 13th to July 11th, between the 24 national teams from throughout the world which have qualified for the final tournament. The coaches for both All Star teams will be selected by FIFA. Dr. Havelange continued: "FIFA is extremely proud to have this opportunity to hold its World All Star Game for the benefit of UNICEF. I feel sure that this spectacle will attract not only an outstanding attendance and tremendous interest in New York, but also world-wide press, radio and television exposure for the game and the wonderful work being undertaken by UNICEF."

(MORE)

USSF HONORS PELE, BECKENBAUER

Gene Edwards, President of the United States Soccer Federation, announced that Pele and Franz Beckenbauer, in recognition of their services to soccer, had been appointed honorary captains of the Rest of the World and Europe teams, respectively. Edwards further stated: "The United States is privileged to have the opportunity to host this major event for such a worthy cause as UNICEF, and to honor such great players as Pele and Beckenbauer who have contributed so much to soccer in the United States and throughout the world. Their presence and the participation in the game of the international stars of world soccer will draw attention to the many programs undertaken by UNICEF for the benefit of underprivileged children around the world."

COSMOS

The Cosmos, the host club responsible for ticket sales and stadium management of the game, announced that tickets would go on sale immediately for $15 in the mezzanine, and for $11 in the upper and lower levels of the stadium. Upper and lower level seating will also be available to children under 16 and senior citizens over 65 for $7. Regular group sales are also available in the upper and lower levels.

Nesuhi Ertegun, Chairman of the Board of the Cosmos, added: "We are honored to be associated with such a gala event, and delighted to provide this opportunity for our soccer fans to see the current superstars of world soccer and the 1982 World Cup in action. We also appreciate the honor being bestowed on Pele and Beckenbauer, two former Cosmos players, who played such vital roles in the development of this franchise and the North American Soccer League."

DENTSU, INC.

Overall management and marketing responsibility for the game will be undertaken by Dentsu Incorporated of Japan through its subsidiary Dentsu Corporation of America. Dentsu Inc. is the largest advertising agency in the world, whose activities include the 1979 FIFA World Youth Soccer Championship, the World Club Championships in Tokyo, and many other sports and cultural events.

UNICEF

Executive Director of UNICEF, James P. Grant, said: "Because of the enormous appeal of soccer, I can think of no event which will bring greater world-wide awareness to the efforts of UNICEF for the benefit of children. Everyone associated with UNICEF greatly appreciates the support and cooperation received from FIFA, the players, and the various other organizations involved in making this spectacular game an outstanding success.

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