



The Football Supporters' Federation teams up with Nationwide to offer England fans the best advice [IMMEDIATE RELEASE]

The Football Supporters' Federation (FSF) has joined up with official England team sponsor the Nationwide Building Society to provide the most comprehensive advice, information and support service yet to England fans at the World Cup in South Africa.

The Nationwide FSF Fans' Embassy has become a regular feature of the tournament experience for fans of the England team, and once again this summer the liveried vehicle will accompany supporters to each of England's match venues.

The Nationwide FSF Fans' Embassy will operate a 24-hour telephone helpline service and distribute the free fanzine "Free Lions", containing guide material and up-to-date information on tournament arrangements, to supplement the 150 page guide book already available from branches of the Nationwide Building Society.

Nationwide's support for the Fans' Embassy enables a team of ten volunteer FSF members to travel to South Africa to provide assistance to fans. Working in close collaboration with staff from the British High Commission, the service will harness the latest technology and social networking communications, including Twitter feeds, Facebook updates and a free SMS text message service.

The FSF's Director of International Affairs Kevin Miles, who will lead the fans' embassy service, said:

"This World Cup will be quite a challenge for visiting fans, because of the distances involved, the difficulties in travelling and issues around safety and security. Thanks to the support of Nationwide, we'll be present in every England venue on match days and a day either side, to offer assistance of any kind".

Nationwide's Head of Sponsorship, Chris Hull said:

"We are thrilled to be supporting the Football Supporters' Federation Fans' Embassy at this summer's World Cup.

"The Nationwide FSF Fans' Embassy, an independent initiative run by football supporters, is designed to improve the tournament experience for England fans.

"In South Africa, the Nationwide FSF Fans' Embassy will play its most crucial role to date, helping supporters overcome cultural differences and providing safety

advice.”

- ENDS -

NOTES TO EDITORS:

- The Free Lions England Fans’ Guide to South Africa 2010 is available free of charge via Nationwide outlets in England. A voucher to be exchanged for a copy of the book can be downloaded from the FSF website at www.fsf.org.uk/worldcup
- The Football Supporters’ Federation (FSF) is the national supporters’ organisation for all football fans from England and Wales comprising more than 180,000 individual fans and members of local supporters’ organisations from every club in the professional structure and beyond. For more info <http://www.fsf.org.uk/about-the-fsf.php>
- The Nationwide FSF Fans’ Embassy will be in Rustenburg on June 11th, 12th and 13th; Cape Town on June 17th, 18th and 19th; and Port Elizabeth on June 22nd, 23rd and 24th. It will then accompany the England team throughout the tournament, operating in England’s venue cities on match day and a day either side.
- See attached England Fans’ Guide to South Africa 2010 guidebook cover.

CONTACT DETAILS:

Football Supporters’ Federation:

The FSF’s Director of International Affairs Kevin Miles can be contacted on 07956 388791, or from June 8th in South Africa on +27 78 969 5717

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