



News Release

CHARITY COLLECTORS GIVE FANS A HELPING HAND TO UEFA EURO 2016™

May 6th, 2016: Carlsberg has this week rewarded charitable people who pledged 90 minutes for their nation, with tickets to watch England matches as part of its UEFA EURO 2016™ campaign, If Carlsberg Did Substitutions.

Putting its own twist on the stereotypical charity fundraiser, Carlsberg unleashed a team of 'super fundraisers' outside a busy London train station - to substitute the ordinary for the extraordinary.

The squad attempted to lure the public away from their busy days and anyone generous enough to stop and agree to give up 90 minutes for their nation was instantly rewarded with a pair of tickets to watch England at UEFA EURO 2016™.

Senior brand manager, Dharmesh Rana commented: "As the Official Beer of UEFA EURO 2016™ we want to build excitement ahead of the tournament this summer. As the domestic season comes to an end our aim is to get the nation to substitute their clubs for their country, and to be able to reward football fans with the chance to go to France and support the England team is something we're really proud to do."

You can view the full 'Giving for Getting' stunt, by visiting Carlsberg's YouTube page: <https://www.youtube.com/watch?v=AzVZzracFN0>.

The activity follows on from Carlsberg's collaboration with football funnyman Chris Kamara who went undercover on the tube kitted out in full prosthetics disguised as an old man. Kammy substituted anyone who gave up their seat on the tube for seats at the Euros.



You can view the full 'Your Seat for EURO Seat' stunt, by visiting Carlsberg's YouTube page: <https://www.youtube.com/watch?v=IXWaXuNjAOc>.

Keep an eye on Carlsberg's Twitter account, [@CarlsbergUK](https://twitter.com/CarlsbergUK), to see how the brand will be aiming to substitute ordinary experiences for the extraordinary for fans across the nation.

ENDS

Notes to editors:

Additional assets:

You can download unbranded b-roll footage of the stunt using the following link: <https://we.tl/OzaLMRDoS4>

For any media enquiries and information requests including interviews, features, events and photography, please contact:

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About Carlsberg UK

Carlsberg UK is aiming to be the best beer and beverage business through household name beer and cider brands including Carlsberg, Carlsberg Export, Poretti, Grimbergen, Tuborg and Somersby Cider, as well as having the UK brand license for San Miguel and Mahou. It offers world and craft beers through its Crafted range, local and regional ales through its Tapster's Choice collection, and hundreds of wines and spirits through its Crown Cellars portfolio. Importantly, the company is engaged with society, which means it embraces its responsibilities and always strives to do the right thing.

To find out more about the company, its brands and Sustainability work, visit: www.wearecarlsberg.co.uk or follow the story on Twitter [@CarlsbergUKCorp](https://twitter.com/CarlsbergUKCorp).