FC Bayern Munich and Allianz Bring FC Bayern’s Women’s Team to the U.S.

FC Bayern’s women’s team will conduct a winter training camp at the University of Florida, playing friendlies against U.S. Under 20 women’s national team and the Gators in January 2015

December 12, 2014, New York: FC Bayern Munich, one of the most valuable clubs in world soccer, and its’ shareholder Allianz, has today announced that FCB’s women’s team will be heading to the University of Florida (UF) to conduct a winter training camp in January 2015. Allianz is sponsoring the team’s trip to the States as part of its continued commitment to support FC Bayern teams and the growth of soccer in the U.S. market.

Allianz is a champion of women’s soccer. They are the main sponsor of FC Bayern’s women’s team as well as the title sponsor of the German national team and the Allianz Women’s Bundesliga, Germany’s first division.

During the Allianz winter camp, FC Bayern’s women’s team will play two friendly matches. The first will be played against UF women’s team, “the Gators,” on January 24 in Gainesville and the second against the U.S. Under 20 women’s national team (U-20s) on January 27 in Orlando.

FC Bayern’s women’s team was founded in 1970 and won the DFB Cup in 2012 and German Championship in 1976. They are undefeated in all competitions and currently in second place in the Bundesliga. The team consists of high-profile players like Melanie Behringer, Lena Lotzen and Melanie Leupolz who are regulars on the German national team that will compete in the FIFA 2015 Women’s World Cup as well as U.S. internationals Katherine Stengel, Gina Lewandowski and Amber Brooks. This is the first training camp ever conducted by FC Bayern women’s team in the U.S.

Head Coach of FC Bayern’s women’s team, Thomas Worle, commented: “This is a great opportunity to showcase the talent on our women’s team to U.S. soccer fans. We are particularly excited about playing against the United States Under 20 National Team and visiting UF because its women’s team is ranked among the best collegiate teams in the U.S.”

Rudolf Vidal, Managing Director of FC Bayern Munich U.S. added: “Our goal is to continue bringing attention to soccer at all levels here in the States, while at the same time giving our passionate U.S. fans access to our champion players. This training camp is another step in our internationalization strategy where we aim to expand the FC Bayern brand and engage the wider soccer community in the U.S.”
“As FC Bayern Munich’s main women’s team partner, we are excited to support the Allianz FC Bayern Winter camp in Florida,” said Bernd Heinemann, chairman of Allianz Germany AG. “We believe in women’s soccer with great conviction. Our goal is to showcase and promote the women’s game, especially in the year leading up to the Women’s World Cup in Canada.”

The US Under 20’s program was officially introduced in 2005, and the US women’s national team is currently tied with Germany for the most wins at the FIFA Women’s Under 20 World Cup. The U-20s also won the most FIFA FairPlay awards at the Under 20 World Cup, and in thirteen years of competition, the team’s record stands at 28 wins, 6 draws and 4 losses.

The University of Florida’s women’s team embarked on its first season in 1994, winning an NCAA National Championship in 1998. The Gators are also 10-time SEC Tournament Champions and 13-time SEC Regular Season Champions, winning those titles most recently in 2012 and 2013 (respectively).

For more information on gaining access to the training camp and/or attending one of the friendly games, please visit: fcbayernmunich.com.
About FC Bayern Munich
FC Bayern Munich is one of the biggest clubs in world soccer and has a proven track record of developing world-class players and competing in the highest echelons of world football. With over 400 million supporters worldwide, and according to Forbes a brand value of $1.85 billion, the reigning FIFA Club World Cup Champion is one of the strongest brands in international soccer.

In July 2014, FC Bayern Munich opened a U.S. office in New York City to engage with the millions of FC Bayern Munich fans living in the States as well as to internationalize the brand and better promote the club's valuable assets in the American market. FC Bayern Munich LLC serves as the club's U.S. entity, and also includes the management of a U.S.-specific website, e-commerce store and Facebook page. U.S. website: http://www.fcbayernmunich.com/us/
U.S. online store: http://www.bayernmunichstoreusa.com
U.S. Facebook profile: https://www.facebook.com/FCBayernUS

About Allianz and FC Bayern
Allianz and FC Bayern Munich have been successfully working together since 2000. What initially involved conventional sponsorship activities has now become a more diverse and above all more sustainable partnership: Allianz is the naming right partner of Allianz Arena since 2005 and as of the beginning of the year Allianz is a shareholder of FC Bayern Munich and therefore contributes significantly to the future economic security of the German record holder. The Group also sponsors FC Bayern Munich's successful women's team, and is involved in the area of youth promotion. The cooperation with FC Bayern Munich is a key element of Allianz's sporting engagement, as well as a clear commitment to its main location in the city of Munich. Both partners also profit from the brand awareness of the other on an international level, especially in North America. FC Bayern Munich games are followed by up to 750 million TV viewers in 204 countries, which affords both brands excellent international visibility. Allianz in turn has over 83 million customers in over 70 countries, along with a vast network of employees, agents and partners.

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