

## Official Supplier to the England Team - Samsung Launches #Selfie4England Campaign

Friday 13 June, 2014

Samsung launches #Selfie4England campaign to rally support and reward fans for their support of the England team

Fans will be rewarded for their shows of support with exclusive Samsung and England prizes

London, United Kingdom – June 13, 2014 – Samsung Electronics has today launched #Selfie4England to engage and reward England football fans for their shows of support for the team.

The campaign asks fans to post their #Selfie4England to Samsung Football Facebook or Twitter and will then reward fans with exclusive prizes including signed England shirts and state-of-the-art Samsung products.

In addition to engaging fans through the #Selfie4England campaign, Samsung will also be providing fans with exclusive daily video content from Brazil through its fast-growing Samsung Football Facebook page. This content will provide England fans with behind the scenes content from Brazil whilst providing an alternative view of this summer's tournament from the travelling army of England supporters.

Samsung recently announced a partnership with The Football Association and as the Official Consumer Electronics & Smartphone Supplier to the England Team, Samsung's technology will be enhancing the experience of the England squad out in Brazil, all squad members will be equipped with the Samsung Galaxy S5 which comes preloaded with state-of the-art health features, including a heart rate monitor.

Samsung Sponsorship Director, Benjamin Blanco, said: "Selfies have become a cultural phenomenon and a fantastic way for people to express themselves, whilst many of our products include features to help take the perfect selfie. We have already seen many national teams send selfies to their fans this summer so we want to reward England fans for sending their #Selfie4England in support of our boys out in Brazil"

"Through the Samsung #Selfie4England campaign and our daily video updates from Brazil on Samsung Football Facebook we want to provide fans with new ways of connecting with their favourite passions through our amazing technology."

For more information visit [www.facebook.com/samsungfootball](http://www.facebook.com/samsungfootball)

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### Samsung's Football Legacy

Since 2005, Samsung has been involved in some of the most prominent and visible football properties. Current relationships include: Chelsea FC (EPL), Real Madrid FC (La Liga), Bayern Munich FC (Bundesliga), Juventus FC (Serie A), CBF (Brazilian National Football), The FA (England Football Association) KFA (Korea Football Association), AFC (Asian Football Confederation), CAF (Confederation de African Football) and many other national teams.

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