



Turkish Airlines Euroleague Fan Zone coming to Trafalgar Square!



One of London's most iconic locations will become a basketball paradise as never seen before in Europe as the Turkish Airlines Euroleague Fan Zone fills more than 2,000 square meters of Trafalgar Square with activities throughout Final Four weekend from Friday, May 10 to Sunday, May 12.

With the generous help of the City of London, fans visiting the Turkish Airlines Euroleague Final Four will find non-stop entertainment in the Fan Zone thanks to a jam-packed schedule of events put together by Euroleague Basketball and its sponsors.

The Fan Zone will feature the weather-proof Turkish Airlines Main Court, two full courts complete with a 15-meter-high roof, in the middle of the square. The Turkish Airlines Main Court will be the main venue for games, contests and other activities. It will also host appearances by legends, rising stars and cheerleaders, among others.

At the same time, the VTB Satellite Courts will feature 10 baskets to be used for activities like three-point competitions and on-site coaching instruction and basketball skills tips for both children and adults.

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When not watching shows or playing basketball themselves, fans can fill up on fun at the EFES Sports Bar and Dance Stage, a place to meet friends, relax and even learn dance moves from the best cheerleading teams in Europe!

To get close as possible to the Final Four spirit, fans will want to visit the Intersport Trophy Tour and Merchandise store to buy official team and event gear while getting a picture with the official champions trophy, to be awarded to this season's Turkish Airlines Euroleague winners after the title game on Sunday night!

Many more special appearances and programs are scheduled, so be sure to stay tuned for announcements and a detailed schedule of events. To let fans spend the entire afternoon, food and refreshments will be available throughout the weekend. The Turkish Airlines Euroleague Fan Zone will be open to the general public on Friday, Saturday and Sunday from 11:00 to 19:00 local time.

FAN ZONE ADDRESS: Trafalgar Square, London

SCHEDULE OF ACTIVITIES

TURKISH AIRLINES CENTRAL COURT: situated at the heart of the square, the central court will be weather-proof, with a 15 meter high roof.

- adidas 3on3: Fans will be able to compete for being the 2013 Fan Champions.
- EFES Cheerleaders: The best cheerleaders in Europe will perform on several occasions and teaching dance lessons from the opening on Friday to the closure on Sunday.
- Turkish Airlines Slam Dunk Contests and Skills Demonstrations: experienced fans will have the opportunity of being the highest-flying in London, while less-experienced ones will have the chance of learning some basketball fundamentals.
- Nike International Junior Tournament 3-point shooting and Dunk contest: A selection of top young athletes from the participating teams of the Nike International Junior Tournament, including Team England, will join the fans in the Three-Point and Slam Dunk contest.
Arvydas Sabonis, Joe Arlauckas and Trajan Lagdon will be part of the VIP jury to judge the performance of the dunkers.
- One Team Community Program & BBL: Euroleague Basketball and the BBL will join forces to promote the power of basketball as a tool to integrate communities within the UK.
- Unified Game Between Special Olympics, Euroleague and UEFA Legends: Special Olympics athletes and legends from UEFA and Euroleague Basketball will team up for an exhibition game to raise the awareness of Special Olympics and fight for the inclusion of people with disabilities.
Confirmed UEFA legends: Christian Karembou and Fredrik Ljungberg, Robert Pires amongst others
Confirmed Euroleague legends: Ramunas Siskauskas, Nikola Vujcic, Trajan Langdon and Joe Arlauckas.

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VTB ARENA SATELLITE COURTS:

- VTB Three-Point Contest: fans will have the opportunity to compete for becoming London's King of Threes.

VTB ARENA JUST HOOPS AREA:

- A space where 10 hoops are setup to either play freely or be taught by some of our coaches on basketball fundamentals (shooting, passing, dribbling...)

INTERSPORT TROPHY TOUR & OFFICIAL MERCHANDISE:

- As part of the Intersport Trophy Tour, Intersport will be taking the Euroleague Champion's Trophy to Trafalgar Square, providing fans with the unique opportunity of getting right close to it and taking a picture with it. Intersport will also be offering the Official merchandise of the event to all basketball fans.

EFES SPORTS BAR AND DANCE SQUARE:

- Official beers partner of Euroleague Basketball EFES Pilsener will provide everything necessary to make the Fan Zone experience as exciting as ever. Fans will be able to relax at the EFES Sports Bar, the meeting point for every fan coming to Trafalgar Square. In addition, EFES will bring the best cheerleaders of the season to the square, to perform their best dance shows and teach the attendees with the best dance skills.

MORE INFO ON ACTIVITIES AND SCHEDULES AT <http://www.euroleague.net/final-four/london-2013/main-page/i/112589/7980>

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