



Thursday 25 April 2013

Liverpool FC to play in Indonesia for first time

Liverpool FC have today announced that the Club will make history this year when they play their first ever match in Indonesia.

The top-flight giants, winners of 18 league titles and five European Cups, will play an Indonesian XI on Saturday 20th July in the capital Jakarta as part of the Club's 2013 pre-season world tour.

Although this is the club's first visit to Indonesia, LFC enjoys the support of millions of passionate football fans in the country and this summer's visit will form just one element of a programme of activity – on and off the pitch - that will bring Liverpool closer to Indonesian supporters.

The Club will be bringing staff from the Liverpool FC Foundation to carry out work in the community during the visit whilst an official Indonesian Liverpool FC website and Facebook page will be unveiled prior to the match to complement the official LFC Indonesian Twitter account - @OfficialLFC_ID – launched in November 2012. Liverpool FC now has more fans from Indonesia on social media than from any other country in the world.

“We last went to Asia in 2011 but this will be the Club's very first visit to Indonesia and it's fantastic that it ties into Standard Chartered's 150th anniversary there,” commented Ian Ayre, Liverpool FC Managing Director: “This is an important visit for Liverpool FC as it is part of a wider fan engagement programme that we are currently working on.”

Brendan Rodgers, Liverpool FC Manager added: "We know we have millions of Indonesian fans that follow us every season so it's very exciting that we'll be able to play a match on their home soil and show the supporters how much they are valued by myself and the players."

The 2013 Liverpool FC pre-season tour will be presented by Standard Chartered, the Club's main sponsor.

Tom Aaker, Chief Executive Officer, Standard Chartered Indonesia, said: "We're delighted that we will be able to host the Club in Indonesia in a few months. It is particularly fitting since 2013 marks 150 years since Standard Chartered opened its doors in Indonesia. We will be celebrating this anniversary all year and Liverpool FC's visit in the summer will be a particular highlight."

The General Secretary of the Football Association of Indonesia, Halim Mahfudz added: "Football Association of Indonesia (PSSI) is grateful for the upcoming visit of Liverpool FC to Jakarta. We were thrilled when Liverpool FC contacted us on their plan to conduct a friendly match in Indonesia. I will assure the event will be taking place for the best interest of all of Indonesian football stakeholders in our country including the Liverpool fans that make up a large number in Indonesia."

Tickets to watch Indonesia XI v Liverpool FC are available from Saturday 11th May via www.myticket.co.id

See below link to embed Brendan Rodgers' video message:

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<iframe width="560" height="315" src="http://www.youtube.com/embed/mzceizuxw5M"
frameborder="0" allowfullscreen></iframe>
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See below link to embed Steven Gerrard's video message:

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<iframe width="560" height="315" src="http://www.youtube.com/embed/fZ000ZtHZak"
frameborder="0" allowfullscreen></iframe>
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For more information contact:
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Notes to Editors:

Liverpool Football Club

- Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs having won five European Cups, 18 League Titles, seven FA Cups, eight League Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields
- Liverpool FC have more fans from Indonesia on the club's official Facebook page than from any other country in the world
- Liverpool FC launched an Indonesian-language official Twitter account - @OfficialLFC_ID – in November 2012 to help fans engage with the club online. With over 50,000 followers, it is the club's most followed international Twitter account
- As a socially responsible business, Liverpool FC is proud of its heritage and plays a proactive role in its communities managing over 20 projects all-year round in education, social inclusion, health and sports development. Its contribution was recognised by the award of a Community Mark from Business In The Community
- Liverpool FC is a global brand and works with leading edge commercial partners around the world providing unparalleled commercial opportunities
- Standard Chartered became the main sponsor of the Club in July 2010, since which time the partnership has supported a cohesive programme of award-winning community activities, both in the UK and in Standard Chartered's markets across Asia, Africa and the Middle East. Players, ex-players and fans of Liverpool FC have collaborated with Standard Chartered staff on a number of high-profile occasions to raise awareness for the Bank's charitable initiatives including Seeing is Believing, Living with HIV and Goal for Girls.