



PRESS RELEASE
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THE MALL AT CRIBBS CAUSEWAY SCORES WITH THE BARCLAYS PREMIERSHIP TROPHY

Barclays gives football fans shopping at The Mall at Cribbs Causeway in Bristol the chance to see first hand The Barclays Premiership Trophy -

As another exciting football season gets underway, Barclays has joined forces with The Mall at Cribbs Causeway to give shoppers the chance to see first hand The Barclays Premiership Trophy.

Shoppers, football fans, school children and office workers in their lunch hour or after school will have the opportunity to have their picture taken with the Barclays Premiership Trophy which will be on display on the upper level of The Mall near the Food Court on Tuesday 17th October 2006 from 10am till 8.00pm.

The visit to The Mall has been organised as part of the UK-wide whirlwind tour of the Barclays Premiership Trophy designed to bring the most sought-after prize in English football closer to fans.

Fans will also be given the opportunity as a fundraising initiative to make a donation to The Mall's Fountain Charity Fund by asking for a small donation to have their photograph taken with the trophy. The cash raised will be match funded by Barclays Community Investment Programme.

Martin Curry, Barclays branch manager who organised the trophy visit, said: - "This is a fantastic opportunity to allow shoppers at The Mall access to the trophy that has been held aloft by some of the world's greatest players and at the same time raise money for The Mall's Fountain Charity Fund that supports charitable causes within a 25 mile radius of the shopping centre."

Maria Crayton, marketing manager at The Mall at Cribbs Causeway said: "We are delighted to welcome the Barclays Premiership Trophy here. There are a huge number of football fans in Bristol that are eager to have an exclusive chance of getting so close to the trophy."

The Barclays Premiership Trophy is one of the most famous symbols in football. Due to its value, it is always flanked by two security guards when on display.

Barclays renewal of its global title sponsorship of the Premier League runs from season 2007/ 08 through to the end of the 2009/ 10 season. The enhanced deal is worth £65.8million.

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