



press release

SKY ONE WINS THE PREMIER LEAGUE

- **PREMIER LEAGUE ALL STARS** to feature teams representing all 20 Barclays Premier League Clubs competing for a charity prize fund
- **Nationwide search underway for contestants to play alongside football legends and celebrity supporters**
- **PREMIER LEAGUE ALL STARS** becomes a major part of the Premier League's 'Creating Chances' Week of Action

Sky One today (Thursday June 14) announced **Premier League All Stars**, a major new live football entertainment event in partnership with the Premier League and sports entertainment specialists North One Television, to air this autumn.

Premier League All Stars will see Premier League legends, celebrities and fans coming together to field teams representing all twenty Premier League Clubs playing in their kits and competing for a charity prize fund which will be donated to charities of the winning Club's choice.

This television collaboration is the first of its kind for the Premier League, having previously only agreed deals with broadcasters for the rights to Premiership football. The event will run in conjunction with the Premier League's new charity initiative, 'Creating Chances', which will showcase the Premier League and its Clubs' contributions to local communities and charities.

All of the **All Stars** action will take place over eight consecutive days in September at a state of the art indoor facility in London with Sky One screening a live two-hour programme each evening. The knockout contest will see all Clubs playing to win cash donations for their individually nominated charities with the greatest sum going to the champion's charity of choice. There's also the All Stars Trophy to play for. Will Manchester United battle it out with Chelsea again or could another team take the spoils?



Each team will comprise of heroes returning once again to wear their Club's strip, celebrities playing for the team they support and fans who normally watch from the stands will have an opportunity to be part of their team. A nationwide talent search will find undiscovered players amongst the fans, following a selection process to be launched this summer. News on the recruitment of the **All Stars** football stars players will be announced throughout the summer.

Richard Woolfe, Director of Programming, Sky One, Two and Three said, *"Premier League All Stars offers the perfect mix of sports and entertainment. The combination of the best league in world football and the BAFTA award-winning North One Television guarantee a must-see event for the autumn. It's every man's dream to play for their favourite team and we're going to be fulfilling those dreams with the opportunity of a lifetime and it's all for an excellent cause."*

Richard Scudamore, Premier League Chief Executive added, *"We are very excited at the prospect of working with Sky One on this new event which will help showcase the Premier League's Creating Chances Week of Action and see a fund of £300,000 donated to our Clubs favoured charities."*

Neil Duncanson, CEO, North One commented: *"It's the first time the Premier League has allowed its name and its Clubs to take part in a new competition. We were tasked by Sky One to come up with something big and something imaginative. It's going to be a little futuristic too and promises to be one hell of an event."*

The Premier League All Stars is a North One Television Production for Sky One and the series was commissioned by Andrew O'Connell, Commissioning Editor, Factual. The Series Editor will be Dave Lewis, with Neil Duncanson, John Quinn, John Wohlgemuth and Don Perretta as Executive Producers. The competition will commence on Sky One in September 2007.

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NOTES TO EDITORS: -

Sky One

Sky One is the UK's #1 multi-channel entertainment channel, attracting in excess of 12.5 unique viewers every month and distinguishing itself from rival networks with award-winning, exclusive US and home-grown drama, and original entertainment formats.

Creating Chances

Creating Chances is the Premier League's flagship community programme designed to engage communities and supporters across the UK through a series of initiatives involving the Premier League and 200 Barclays Premier League Players.

Creating Chances will be launched on 7 August in London.

- Places for Players, an element of Creating Chances allows any charity or community programme based in the UK to apply for a Barclays Premier League player. Players will be allocated on the basis of the innovative role that they could play at an event, and applications should detail the player's specific role, over and above simply making an appearance.

To apply for a Premier League player appearance please log on to:-

<http://www.premierleague.com>

The closing date for entries is Friday 22nd June 2007. Successful applicants will be contacted week commencing 23rd July 2007.

North One

North One Television is one of the UK's top ten independent production companies and produces a wide variety of programming, from live sport to general entertainment and popular science. They recently won a BAFTA for sport for their coverage of ITV's Formula One and 3 Royal Television Society Awards, including one for the hit Sky One sports series Big Ron Manager. North One is part of the All3Media group.