



This is Wembley

  
WEMBLEY  
inspiring · memories

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## This is Wembley

Wembley is one of the most famous stadiums in the world. It has a **rich and unique** heritage, having staged some of the most important events in sport and **entertainment history**. Wembley was re-built into a **world-class** 90,000 seat sports and entertainment venue in 2007 setting new standards for spectators and performers alike. A **London landmark**, instantly recognisable around the World, Wembley continues to attract the **biggest live events** on the sports and music calendar. Wembley is operated by Wembley National Stadium Limited, a subsidiary of The Football Association and has quickly re-established itself as the **home of England football** and the ultimate live event experience.

### Events at Wembley

Wembley is the home of the England national team and also of many flagship football matches including The FA Cup Final and Semi-Finals, The Capital One Cup Final, The Football League Play-Off Finals and The FA Community Shield. In addition to football, Wembley is adaptable to host a vast array of different events including; Rugby League, Rugby Union, American Football and even motor sports.

Wembley is also famous for its concerts and has attracted a number of major music acts since 2007 including; Madonna, Muse, Foo Fighters, Oasis, George Michael, Take That, AC/DC, Metallica, Coldplay, U2, Live Earth, Concert for Diana, Green Day and hosted the Capital Summer Time Ball for the last three years.

- Wembley is set to host nine Olympic Football matches including the men and women's football finals.
- The 2012 FA Cup Final was watched by just under 11 million people on domestic TV (more than the 2012 Champions League Final held in Munich)
- After the success of the UEFA Champions League Wembley Final in 2011, Wembley will host the 2013 Champions League Final and is the only venue to host the final twice in three seasons
- Wembley has hosted five NFL International Series since 2007 and will host The NFL International Series in the UK over the next five years
- Wembley is the venue for the Rugby League World Cup 2013 Semi-Finals
- In 2013, Wembley Stadium will celebrate its 90th Birthday; and the FA celebrates its 150th birthday with a series of high profile internationals

## This is Wembley

### 2012 Event Calendar

#### February

Carling Cup Final, Liverpool v Cardiff City (2-2): 26th February 2012

England International: England v Holland (2-3): 29th February 2012

#### March

Johnstone's Paint Trophy Final 2012, Chesterfield v Swindon (2-0): 25th March 2012

RFL Saracens v Harlequins (19-24): 31st March 2012

#### April

The FA Cup Semi-Finals 2012, Liverpool v Everton (2-1) & Tottenham v Chelsea (1-5): 14th & 15th April 2012

#### May

The FA Cup Final 2012, Chelsea v Liverpool (2-1): 5th May 2012

The FA Carlsberg Trophy Final, Newport County v York City (0-2): 12th May 2012

The FA Carlsberg Vase Final, Dunston UTS v West Auckland Town (2-0): 13th May 2012

Championship Play-Off Final, Blackpool v West Ham (1-2): 19th May 2012

Blue Square Bet Promotion Final, Luton Town v York City (1-2): 20th May 2012

League One Play-Off Final, Huddersfield Town v Sheffield United (0-0, Huddersfield win 8-7 on penalties): 26th May 2012

League Two Play-Off Final, Cheltenham Town v Crewe Alexandra (0-2): 27th May 2012

#### June

England International: England v Belgium (1-0): 2nd June 2012

Capital Summertime Ball: 9th June 2012

#### July

2012 Olympic Football: 29th July – 11th August 2012

#### August

Carnegie Challenge Cup Final: 25th August 2012

#### September

England v Ukraine World Cup Qualifier: 11th September 2012

#### October

England v San Marino World Cup Qualifier: 12th October 2012

NFL Rams v Patriots: 28th October 2012

#### Going Green:

Wembley is powered by 100% green energy. Since 2007 we have reduced electricity use and related carbon emissions by 28%. We are a 'zero waste to landfill' venue and are delighted with our current event recycling rate of 86%, with our longer term goal to achieve a 90% recycling rate across the whole stadium. Wembley is a public transport destination with a green travel plan to encourage spectators to easily access the stadium by 'greener' means.

#### Getting to Wembley is closer than you think:

Wembley is only two stops (12 minute duration) from Baker Street via the Metropolitan line. Plus, Wembley Stadium Station is only 9 minutes from London Marylebone on the Chiltern Line. 100 trains an hour can go through the three Wembley stations servicing the Stadium.

#### Giving something back to the fans:

After its first five years of operation, Wembley has committed to donating 1% of its gross revenue to The Wembley National Stadium Trust. Donations will then be distributed by The Board of the Trust on a discretionary basis to bodies which promote participation in sport at all levels. In addition to this, Wembley also supports The FA Group's official charities; Street League, Coaching for Hope, Bobby Moore Fund and Action for Children.

## Wembley's 2012 Sporting Event Calendar Highlights

### Carling Cup Final, Liverpool v Cardiff City (2-2)

This thrilling game saw underdogs, Cardiff, take on the mighty Liverpool at Wembley Stadium. Cardiff took the lead early on but Liverpool cancelled out their goal on the 60th minute. It was then Liverpool's turn to take the lead and scored 18 minutes into extra time. But Cardiff fought on and equalised ten minutes later taking the match to penalties. Liverpool won 3-2 on penalties when Steven Gerrard's cousin, Anthony Gerrard, missed the final penalty for Cardiff.

### The FA Cup Final, Chelsea v Liverpool (2-1)

The FA Cup Final brought Liverpool to Wembley once again this season but this time they faced a tougher opponent in Chelsea. Chelsea took the lead early in the first half and doubled their score just after half-time. It was Liverpool substitute, Andy Carroll, who came off the bench to give the Reds hope by scoring in the 63th minute. This spurred Liverpool on, but failed to convert another goal.

### Championship Play-Off Final, Blackpool v West Ham (1-2)

Named as one of the most valuable games in the world, with a Premier League place at stake, tensions were high during this game at Wembley. West Ham took the lead with a Carlton Cole goal ten minutes before half-time. But it was Blackpool who came out of the changing rooms raring to go and slotted home the equaliser three minutes later. West Ham broke Blackpool's hearts by securing their place in the Premier League with a goal by Vaz Te in the 87th minute.

### England v Belgium (1-0)

England's final game before heading off to Euro 2012 was a full-house after tickets for the international with Belgium on 2 June sold out. Roy Hodgson's first home game in charge of the Three Lions saw nearly 90,000 fans under the arch just three days before the team flew to their Euros base in Krakow.

### 2012 Olympic Football

The last time London hosted the event was in 1948, when the Games resumed after a 12 year hiatus due to World War II. In 1948, Great Britain won bronze in the Football competition with a team managed by Manchester United's Sir Matt Busby. For London 2012, Stuart Pearce and Hope Powell will coach Great Britain's men's and women's Olympic football teams.

### Carnegie Challenge Cup

The Carnegie Challenge Cup is a knockout cup competition for rugby league clubs organised by the Rugby Football League. Originally it was contested only by British teams but in recent years has been expanded to allow teams from France and Russia to take part. It has been held annually since 1896.

### England v Ukraine

This will be the second time England meet Ukraine in 2012; the first time will be on 19th June for a Euro 2012 group game. England has played Ukraine four times in total. The first two matches were friendlies in 2000 and 2004 with England winning 2-0 and 3-0 respectively. The two teams also met twice in the 2010 World Cup qualification stages.

### England v San Marino

England's second home game in their 2014 World Cup qualifying group sees them face San Marino. The countries have only met during qualifying for the 1994 World Cup.



## The Business of Wembley

### Club Wembley

Club Wembley is the ultimate stadium members' club. Its interiors, surroundings and hospitality make it the finest way to enjoy stunning sport and entertainment.

*Club Wembley provides its members guaranteed seats for Wembley's biggest events.*

It comprises of Private Boxes and seats that are licenced until 2018. The seats are situated on level two of the stadium which has an exclusive concourse with access to restaurants, cafes and bars.

*Club Wembley members have their seats guaranteed for Wembley Stadium's core events – Senior England home games, The FA Cup Final and Semi-Finals, The Carling Cup Final, The FA Community Shield and The Challenge Cup Final in addition to having access to purchase tickets for other events including the Football League Play-Offs, American Football and concerts.*

The Bobby Moore Club is the most prestigious part of Club Wembley named in honour of England's 1966 World Cup winning captain.

For more information and to book visit [wembleystadium.com](http://wembleystadium.com) or call 0844 980 0038.



### Conference and Banqueting

Wembley Stadium is the natural home for great events. In the shadow of the imposing arch, one of London's most iconic landmarks, pass through the dedicated entrance and there you'll find the capital's most tempting array of beautiful, flexible and inspiring Conference and Banqueting spaces, each unique in design and decor. Add superb facilities, our creative food policy and an outstanding event management team and you have the ultimate venue.

For more information and to book visit [wembleystadium.com](http://wembleystadium.com) or call 020 8795 9660.



## Location Filming

At Wembley Stadium we have hosted a large amount of filming requests from documentaries, quiz shows, commercial advertising and large scale films and TV dramas.

We have a huge wealth of facilities to cater for the many enquiries we receive including changing rooms, tunnel, stadium bowl/seating, large concourses (both internal and external), reception areas, grand restaurants and hospitality facilities and corporate boxes.

Filming enquiries are dealt with by the Retail and Tours team, if you would like to register an enquiry please email [filming@wembleystadium.com](mailto:filming@wembleystadium.com)



## Wembley Tour

From England's glorious World Cup victory in 1966, the unforgettable Live Aid concert in 1985, FC Barcelona's stunning UEFA Champion's League triumph in 2011 or the historic ongoing tradition of The FA Cup Final, the Wembley Stadium Tour gives you the chance to relive your greatest moments, and create some new ones, as you go behind-the-scenes at the most famous stadium in the world.

For information and to book visit [www.wembleystadium.com/tours](http://www.wembleystadium.com/tours) or call 0844 800 2755



Your guided tour will include access to Wembley's historical treasures such as the 1966 World Cup crossbar, the Jules Rimet Trophy commemorating England's World Cup glory, the tablets that commemorated London's 1948 Olympic Games and much, much more.



## Wembley Store

Wembley Stadium has its very own unique Wembley Store located in the heart of the stadium itself. Open seven days a week, it offers an array of memorabilia including replica football shirts, souvenirs and event specific merchandise to ensure you receive a special memory of your Wembley Stadium experience.

You can also buy Wembley and England merchandise visiting [www.wembleystadium.com/store](http://www.wembleystadium.com/store)



## Wembley Way

We're creating a piece of history by giving football, sport and music fans the chance to become part of a new iconic landmark called 'Wembley Way'.

Several locations have been identified around the stadium where panels of engraved stones will be installed into the ground. Each location will honour one of Wembley's greatest events or legends both old and new.

This is your chance to become part of history by creating a personalised message engraved into a Wembley Way stone. Wembley Way stones will be cemented into the ground and given pride of place surrounding the nation's stadium.

For information visit  
[www.wembleystadium.com/wembleyway](http://www.wembleystadium.com/wembleyway)



## Wembley Stadium Consultancy



The Wembley Stadium Consultancy was created to meet the commercial demand of organisations who want to access the knowledge and experience at the world's most famous stadium and take advantage of our range of training opportunities through our Centre of Excellence.

Many international guests from other venues and businesses and organisations responsible for developing all aspects of stadia have visited Wembley Stadium looking to view the facilities and seek the expertise of our team, not least on design, operation and commercialisation of stadia.

For further information, please contact Mandy Shaw:  
 T: +44 (0) 844 980 8001 #6690 E: [mandy.shaw@TheFA.com](mailto:mandy.shaw@TheFA.com)

## Centre of Excellence

The Centre of Excellence, offers different levels of training courses across a number of varying disciplines including Event Safety Management, Medical, Leadership, Health & Safety, Stewarding and Security. As a world leader in venue operations, our accredited courses are delivered in functional areas of the stadium by personnel who have a wealth of operational experience gained from managing and delivering events within the stadium.

For more information email [TrainingCourses@WembleyStadium.com](mailto:TrainingCourses@WembleyStadium.com)



Take That's  
 record breaking  
 eight night run in  
 June/July 2011



# Wembley: A Force For Good

Wembley Stadium is committed to operating both **sustainably** and **responsibly**

## Green Wembley

Wembley Stadium has a responsibility to minimise its impact on the environment and is committed to investing in sustainable and responsible practices across all areas of its business and operation. Wembley started a rigorous process of benchmarking its environmental performance in 2007 and based on this data put a comprehensive Environmental Management System (EMS) in place in 2008 to manage related impacts. Our Green Team's environmental management strategy has driven efficiencies across energy, waste, water, transport, marketing & communications and sustainable procurement. This has allowed continuous improvement across the whole business, demonstrated by the achievement of numerous awards for sustainability.



## Community

Wembley Stadium has become the heartbeat of the local community. The rebuilding of the stadium has had far-reaching benefits for the local area including increased employment and vastly improved transport links. It has also acted as the catalyst for a massive regeneration programme which is transforming the local area into a world-class national and international leisure destination.

Wembley Stadium works closely with its local community, in particular Brent Council and local resident groups. The new stadium's first event was a community open day which allowed local residents to be the first to test out the finished stadium by enjoying a mini football tournament between celebrity and charity teams.



## Education

The Learning Zone is Wembley Stadium's study support centre and provides exciting new learning opportunities for the young people of Brent. The centre allows young people to develop their literacy, numeracy, and ICT skills whilst building confidence and self-esteem in an inspirational setting.

It is jointly funded by the Department of Children, Schools and Families, Brent Council and Wembley Stadium and was officially unveiled by Children's Minister Kevin Brennan MP and Stuart Pearce, England U21 Coach in December 2007.

It provides an open and flexible learning environment that uses state-of-the-art technology and fun and creative interactive exercises to engage young people in learning and developing skills.

For further information contact [rajan.anand@thefa.com](mailto:rajan.anand@thefa.com)

*In 2011, Muse 2007 was voted Wembley's Greatest event with over 57,869 online votes*

## Charity

Wembley Stadium supports a range of sports and music charities through the Wembley National Stadium Trust and Charitable Foundation.

Wembley Stadium has committed to donating 1% of its gross revenue to the Trust after its first five years of operation to help promote participation in sport. The Foundation was set up in 1988 and disburses funds to young performing arts students in Brent.

Wembley Stadium has also appointed the Bobby Moore Fund for Cancer Research UK as its Official Charity and is proud to be able to support them in raising money for vital research into bowel cancer and public awareness of the disease.

To celebrate the opening of the stadium, Wembley commissioned a bronze statue of Bobby Moore, which stands at the front of the stadium in his memory.

For further information visit [wembleystadium.com](http://wembleystadium.com)



## Awards

### 2 Stars Industry Green Certification 2011

Industry Green Certification for Venues

### Cooldest Reception Venue: Meeting and Events Sector:

Cool Venue Awards 2011

### Recertification to the Carbon Trust 2011

The Carbon Trust

### Digital Impact Awards 2011

### Pitch Awards The Blades 2011

### Sports Event of the Year 2011

Manchester United v Barcelona –  
The Stadium Business Awards 2011

### Sustainability Award 2011

to TheStadiumBusiness Awards

### Best Meeting and Conference Venue:

Europe – Business Destinations Travel Awards 2011

### Best Venue Teamwork 2011

Live UK Music Awards

### Best Venue Teamwork 2010

Live Music Awards

### Platinum Award 2010

The Mayor of London Green Awards

### Silver Award 2009

Green500 Awards

### 'Supreme Winner' 2008

LABC (Local Authority Building Control) National Built in Quality Awards 2008

### Best Commercial Project 2008

LABC (Local Authority Building Control) National Built in Quality Awards 2008

# Olympics

## 1948 Olympic Games

London had originally been chosen to host the 1944 Olympic Games but the Second World War led to the Games being postponed until 1948.

Post war London was in a sorry state and the 1948 Olympic Games became known as the 'Austerity Games' with the debilitating impact of World War II evident everywhere. Facilities for athletes and spectators were significantly affected; no new venues were built and athletes were housed in existing accommodation instead of an Olympic Village. However, many spectators felt there was purity to these Games with the usual glitz and glamour having been subdued.

The opening ceremony took place at Wembley Stadium on 29 July 1948 in the presence of King George VI. Despite poor conditions, the Games attracted more than 4,000 contestants from 59 countries. Japan and Germany were excluded while Russia abstained. The Americans came top of the medals table with 84 medals while Britain took a total of 23 medals including 3 golds.



To this day, the Olympics are still at the heart of Wembley Stadium with a number of artefacts on display around the venue. Visitors can catch a rare glimpse of the 1948 Olympic Torch as well as the 1948 Olympic Tablets and coming soon, the 1948 Olympic Flag. These historic artefacts are one of the last remaining parts of the old Empire Stadium still in existence.

In 2012, Olympic football has returned to Wembley Stadium and with 9 games taking place at Wembley over 19 days, the stadium will see an approximate 700,000 people pass through its gates. The first match at Wembley is on 29th July. However, celebrations at the stadium will kick-off early with the Olympic Torch passing by on Wednesday 25th July.

As the game's governing body in England, The Football Association (FA) Group is committed to inspiring and helping the nation become involved in sport, and football in particular, no matter what level is being played. The FA can use the power of football to help deliver a lasting Olympic Legacy in and around Great Britain.

## Olympic Football Groups and Wembley Match Schedule

Wembley Stadium plays host to some of the London 2012 Olympic football tournament including the men's and women's final. Matches will also take place at City of Coventry Stadium, Hampden Park, Millennium Stadium, Old Trafford and St James' Park

### Men's Draw:

#### Group A

Great Britain  
Senegal  
United Arab Emirates  
Uruguay

#### Group B

Mexico  
South Korea  
Gabon  
Switzerland

#### Group C

Brazil  
Egypt  
Belarus  
New Zealand

#### Group D

Spain  
Japan  
Honduras  
Morocco

### Women's draw:

#### Group E

Great Britain  
New Zealand  
Cameroon  
Brazil

#### Group F

Japan  
Canada  
Sweden  
South Africa

#### Group G

USA  
France  
Colombia  
Korea DPR

29 July,	17:00 - 21:45: Senegal v Uruguay (Men) & Great Britain v United Arab Emirates (Men)
31 July,	19:45 - 21:45: Great Britain v Brazil (Women)
1 August ,	17:00 - 19:00: Korea v Gabon (Men)
4 August,	14:30 - 16:30: Men's quarter-final
6 August,	17:00 - 19:00: Women's semi-final
7 August,	17:00 - 19:00: Men's semi-final
9 August,	19:45 - 22:15: Women's gold medal match / victory ceremony
11 August,	15:00 - 17:30: Men's gold medal match / victory ceremony

Tickets are on sale via [www.tickets.london2012.com](http://www.tickets.london2012.com) or by calling 0844 847 2012

The Wembley 360 panoramic photo at The FA Cup Final delivered the largest live sporting event photo and most tagged photo

## Olympic Facts and Stats

**250k** people will work at the Games

Over **3,000** people per day will work at Wembley per Olympic Football Event

**8.8 million** tickets will be sold for the games

**8%** of all the Olympic tickets is for Olympic Football at Wembley

**22k** accredited media and broadcasters

Up to **10,000** non-accredited media

Up to **70,000** Games Makers in London 2012 venues across the country

**636** competition sessions at the Olympic Games across **26** sports

**37** competition venues across the UK **27** of which are in London

Over **4 billion** the estimated worldwide audience

**10,490** athletes

**2,400** FIFA approved footballs

Wembley has 90k seats

Over 4k people work at Wembley on a major event day

9 games will be held at Wembley over 19 days

Circa c.700,000 people will be attending Olympic Football at Wembley

First time women's international football to be held at Wembley

## Team GB Managers



### Stuart Pearce

Having played 78 times for England between 1987 and 1999, the former England captain, Stuart Pearce, was given the honour of leading Great Britain's Men's Football Team at the 2012 London Olympic Games. Once he retired in 2002, Pearce became club coach under manager Kevin Keegan at Manchester City, where he ended his playing career. Pearce was appointed club manager after Keegan's departure in 2005 and remained at City until 2007. Since 2007, Pearce has been manager of England's U21 International team and was provisionally in charge of England's first XI in 2012 before The FA appointed Roy Hodgson to lead England to the European Championships.



### Hope Powell

A former England international herself, Hope Powell has been England Women's national football team coach since 1998. Powell is an 'A' License coach and in 2003 became the first woman to achieve the UEFA Pro Licence – the highest coaching award available. She made her playing debut for England at the tender age of 16 and secured 66 caps playing for her country. This summer, she will lead the Team GB Women's Football side in hope of gaining Olympic glory.



## Feature Articles

### Countdown to the 2013 Champions League Final at Wembley

In 2013 Wembley Stadium will host its seventh Champions League Final (including its former guise of the European Cup).

It is the first stadium to host two finals in three seasons.

Wembley Stadium is all too familiar at hosting the world's best club teams. The first European Cup Final it hosted was way back in 1963 when AC Milan beat Benfica 2-1 and gave the Milanese their first tournament triumph and stop Benfica from landing their third in a row.

Five years later Benfica would lose again to a Manchester United side that would go down in history having rebuilt itself from the tragedy of Munich ten years previously. The names Bobby Charlton, George Best and Denis Law will ever be synonymous with that victorious side of 1968.

Ajax would gain their first European Cup in 1971, in front of 90,000 fans at Wembley thanks to a hard fought victory over Greek side, Panathinaikos.

The year 1978 would see more English success with the dominant force of Liverpool beating Club Brugge by a solitary goal courtesy of Kenny Dalglish and thus giving the Reds back-to-back triumphs, following their success against Borussia Monchengladbach the previous year.

A further 14 years would elapse until the competition returned to Wembley Stadium and it signalled the last ever European Cup Final before the advent of the new Champions League format.

A single Ronald Koeman strike was enough for Barca to defeat Sampdoria in 1992 and would provide the Catalan club with their maiden success in the competition, yet Wembley would prove to be a happy hunting ground for them.

Barca passed Manchester United's total of three trophies with their fourth success in 2011. Despite a close first half the Spanish side's class would tell in the second half as the English champions could not handle the brilliance of Lionel Messi and co., who led them to a 3-1 victory.



## Rugby at Wembley

Just as the FA Cup Finals has become forever linked to Wembley, so too has rugby league's equivalent competition, the Challenge Cup Final. Since 1929, supporters have regularly made the pilgrimage south to Wembley to celebrate the biggest day in the rugby league calendar, enjoying what has become a fine spectacle.

Wigan Warriors were the first Wembley winners of the competition and it's perhaps fitting that they have become the most successful rugby league team at the stadium since, winning here 17 times. Their golden era came in the 80s and early 90s as they won the Challenge Cup a staggering eight years running. Success ultimately dried up for the Warriors, though, and their 28-18 victory over Leeds Rhinos in 2011 was only their second at Wembley since 1995.

Their dominance has made them part of the Wembley fabric, however, and just like the other giants of Super League, including St Helens and Leeds, they have written their name into the stadium's folklore.

Indeed, it's not just the Challenge Cup Final that has played a part in rugby league's rich Wembley history. In 1995 the rugby league World Cup came to England with the likes of Shaun Edwards, Martin Offiah and Bobbie Goulding pulling on the England jersey beneath the Twin Towers.

In the competition's opening fixture, England overcame favourites Australia 20-16 at Wembley in an enthralling game. Three weeks later, both teams locked horns in the final, with over 66,000 fans at Wembley hoping to witness England repeat their group match victory. It wasn't to be, though, as Australia lifted the trophy, winning 16-8.

In recent years Rugby Union has started to play a part in Wembley's match day environment, starting with a match between the Barbarians and Australia in 2008. Since then Saracens has enjoyed a special affinity with Wembley Stadium, using it as its 'second home' and have already racked up eight games including a world record crowd for a Rugby Union game against fellow Premiership rivals Harlequins.

Wembley will once again host World Cup Rugby League action with the announcement that the 2013 WC Semi-Finals will form a double header on one single day's mouth watering action at Wembley Stadium.

Saracens 19-24  
Harlequins 31 March,  
2012 World Record  
Crowd of 83,761  
watched the  
match

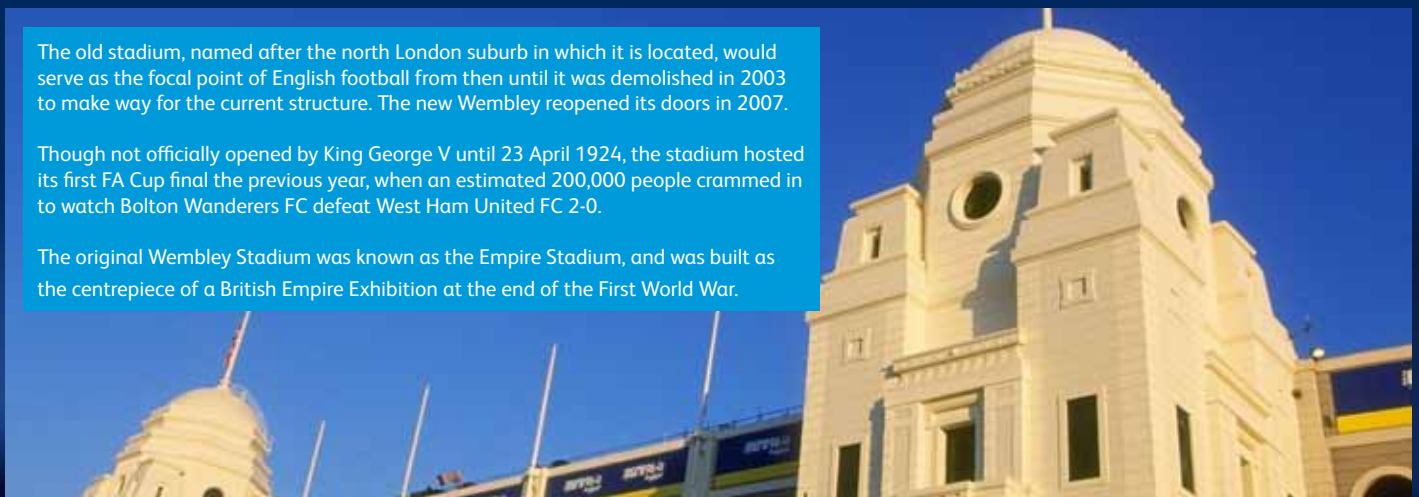


## Wembley's Historical Past

The old stadium, named after the north London suburb in which it is located, would serve as the focal point of English football from then until it was demolished in 2003 to make way for the current structure. The new Wembley reopened its doors in 2007.

Though not officially opened by King George V until 23 April 1924, the stadium hosted its first FA Cup final the previous year, when an estimated 200,000 people crammed in to watch Bolton Wanderers FC defeat West Ham United FC 2-0.

The original Wembley Stadium was known as the Empire Stadium, and was built as the centrepiece of a British Empire Exhibition at the end of the First World War.



# The Stadium

## Wembley Facts and Stats

**142 events** at Wembley since opening

**104 football games** at Wembley since opening

**10,328,135 fans** through the door since the new Wembley reopened in 2007

Wembley plays host to the following events and fixtures: England Internationals, FA Cup Final and x2 FA Cup Semi-Finals, FA Community Shield, FA Vase, FA Trophy, Championship Play-Off Final, League 1 Play-Off Final, League 2 Play-Off Final, Conference Play-Off Final, Saracens Rugby, NFL and a number of music events. Artists such as Coldplay and Foo Fighters have played at Wembley and the Capital Summertime Ball has been hosted here since 2010

When the stadium was rebuilt, the famous twin towers made way for an iconic arch over the stadium, making Wembley one of the most modern and breathtaking arenas in the world

Wembley has played host to some of the world's greatest sporting events including the 1948 Olympic Games, the 1966 FIFA World Cup Final, the EURO '96 Final and Champions League Finals in 1963, 1968, 1971, 1978, 1992, 2011 and again in 2013

There are 107 steps in the trophy presentation route – the old stadium had 39 steps

The new Wembley encloses 4,000,000 m<sup>3</sup> inside its walls and under its roof. This is the equivalent of 25,000 double-decker buses or 7 billion pints of milk

The deepest of the piles that form the foundations, at 35 metres, is as deep as the Twin Towers were tall



**The stadium has a circumference of 1 km**

The Wembley grounds men walk approximately 8 miles per day

The new pitch is four metres lower than the previous pitch

The stadium's pitch is enhanced by desso technology which combines synthetic grass with the real Wembley grass to strengthen the surface

The pitch is covered by specially designed protective panels for rock concerts which creates space for up to 25,000 fans to stand

Each of the two giant screens in new stadium is the size of 600 domestic television sets

The total length of the escalators inside the stadium are the same as a 400 metre running track

The Royal Box is in the traditional position - in the middle of the north stand - as in the old Wembley Stadium



Stats correct at end of May 2012



## Key Features

### Food and Drink

The Stadium has 34 bars, 8 restaurants, 98 kitchens and 688 food and drink service points

Approximately 10,500 seated meals can be served at any one event

The soft drink dispensers can pour 30,000 cups in a little over 10 minutes

Approximately 40,000 pints of beer can be served during half time in a football/rugby league match



### The Arch and the Roof

The most striking, highly visible feature of the stadium is 133 metre tall arch that sits above the north stand

A representative from all 48 counties in England was involved in the construction of the arch

The stadium roof rises to 52 metres above the pitch. This compares to the 35 metres tall Twin Towers of the old stadium

The stadium has a sliding roof design which allows the pitch to be exposed to direct sunlight and ventilation whilst ensuring that spectators are covered

The arch supports all of the weight of the north roof and 60 per cent of the weight of the southern side

The arch ensures that there are no pillars in the new stadium which could obstruct the views of fans

With a diameter of **7.4 metres** the arch is wide enough for a Channel Tunnel train to run through

With a span of 315 metres, the arch is the longest single span roof structure in the world and is visible right across London



## The Seats

There are 310 wheelchair spaces and 400 press seats

The rows of seating, if placed end to end, would stretch 54 kilometres

There is more leg room in every seat in Wembley Stadium than there was in the Royal Box of the old stadium

The stadium was designed with stands that are higher and closer to the pitch than the original stadium and with better uninterrupted views

The seats are spread over three tiers: lower **34,303**, middle **16,532** and upper **39,165**



The stadium has  
**90,000**  
seats with NO  
obstructed views

## Wembley in Numbers

**2,618**

toilets

**688**

food and drink service points

**164**

turnstiles

**98**

kitchens

**47**

retail units

**34**

bars

**30**

escalators

**26**

lifts

**8**

restaurants

## Historical Treasures

Wembley's Historical Treasures mark significant moments in Wembley's history, both for the stadium and England. The following can be found at the stadium today:

The 1966 World Cup Crossbar

The Jules Rimet Trophy commemorating England's World Cup glory

Tablets commemorating London's 1948 Olympic Games

The bust of Sir Arthur Elvin

The bust of Sir Alf Ramsey

The 1948 Olympic Torch

The 1966 World Cup Plaque

U2's 360 Tour on Friday 14 August achieved the highest attendance for a music event 88,000 fans

## Celebrity Quotes



### David Beckham

“ Every young child wants to play at Wembley and for me, it's the ultimate stadium. I think we can all be proud of the fantastic stadium- it's an unbelievable place. ”

### Steven Gerrard

“ It's such an amazing venue. I'm sure this new stadium will make as much history as the old one did. The great thing is it's still Wembley- that can never change. ”

### Jose Mourinho

“ Wembley is the dream of every professional footballer- a very special place. ”

### Prince William

“ The new stadium is absolutely magnificent ”

### Sir Bobby Robson

“ The new Wembley is just breath-taking. Completely mind blowing and even better than I anticipated. Every spectator gets an excellent view. Somehow the noise stays within the stadium. It sent a shiver down my spine. ”

### Sir Geoff Hurst

“ It is magnificent. We invented the game. We deserve the best stadium in the world and now we have got it by far. ”

### Wembley Family of Sponsors



### Access for All

The stadium's facilities were designed following consultation with the Level Playing Field and the result is a modern stadium with world-class disabled facilities.

There is space for 310 wheelchair users located on all levels of the stadium, each with an assistant seat. There are 147 toilets designated for disabled access and an audio system providing match commentary and information for those with sensory impairments. Directional signage is clear and there are designated lifts and escalators for quick and easy access. Wembley Stadium also has a dedicated section of its website providing information specific to disabled visitors.

### Transport



Almost 40,000 people come through Wembley Park station on an event day

100 trains an hour will go through the three Wembley stations servicing the Stadium

Wembley is only two stops (12 minute duration) from Baker Street via the Metropolitan line. Plus Wembley Stadium Station is only 9 minutes from London Marylebone on the Chiltern Line.

### Destination Wembley

Quintain is transforming 85 acres of former exhibitions lands around Wembley Stadium into Wembley City, a vibrant new retail and leisure destination and residential district for London. Over 1m sq ft of construction is currently underway across the estate, including a new 4-star Hilton Hotel next to Wembley Stadium which opens in time for this summer's Olympic Games, the only 4 star hotel within 4 miles of Wembley Stadium. Next to the Stadium and the refurbished Wembley Arena, Brent Civic Centre will open in 2013, along with the London Designer Outlet, London's first outlet centre within the M25. Wembley City is one of the UK's largest regeneration schemes and Quintain's investment in buildings, retail streets, 5000 new homes and attractive public spaces will bring people, businesses and economic growth to the heart of Wembley, not just on event days but every day of the year.

## The Media

### Media

Wembley Stadium has two press boxes with a combined capacity of 400 people. High speed internet connections and power outlets are available at each seat, as well as on-desk plasma screens that are shared between every two seats.

The mixed zone is located adjacent to the press conference room and players' area on pitch level (B1). The area has a capacity for 120 people and wireless internet is available.

The press conference room is located adjacent to the players' area on pitch level (B1) and has direct access to the media lounges. The area has a capacity for 180 people and wireless internet is available.

There are two radio commentator booths on Level 1M located between the two press boxes. One of the booths holds ten people and the other five booths have a capacity of two people in each.

The photographers' lounge and adjacent work room are located on pitch level (B1) with a capacity of 120 and easy access between the lounge and pitchside via the north east tunnel. Catering can be provided in the lounge and lockers are also available. There are also internet connections at the pitchside photographer positions.

Wembley has two 60m<sup>2</sup> TV studios located on Level 3. The main TV Gantry is located on Level 4 which includes 38 commentary desks and internet connections. The internal TV compound area on pitch level (B1) is 1882m<sup>2</sup> and the external compound is 663.8m<sup>2</sup>. Power supplies available in this area can be broken down into the format required by broadcasters in either 125amp or 63amp 3 phase supplies.



### Accreditations

For all media enquiries please contact The FA Press Office on 0844 980 0700

For enquiries relating to filming and photography requests, please email [commercial@wembleystadium.com](mailto:commercial@wembleystadium.com).

### Contact Us

24-Hour Press Line: 07983 315 692

Find out more by visiting: [www.wembleystadium.com](http://www.wembleystadium.com)

