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## **Turkey named as official partner destination to Liverpool Football Club**

The Turkish Ministry of Culture and Tourism was delighted to announce a strategic partnership with Liverpool Football Club in the UK.

Tolga Tuyluoglu, Director of the Turkish Culture and Tourism Office in London said: "I am delighted that Turkey will be an official partner to such a historic club. I am sure that all Liverpool fans will have positive associations with Turkey already, following their dramatic Champions League win in Istanbul back in 2005. We hope to build on this to create a dynamic partnership."

He continued "The city of Liverpool is known for its music and culture; its world-class galleries, museums and landmarks, which of course provides a body of shared values for us to work with. Over one quarter of those taking package-holidays to Turkey do so from the North West of England so this area is very important to Turkey. Of course, the fact that Liverpool FC plays in red and white is a bonus too!"

The partnership deal is the first of its kind for Turkey in the UK and will include advertising rights and other benefits. Both parties are looking forward to developing the relationship between the two brands, each of which is already strong in its own right.

### **Press Contacts**

To register your interest in future match ticket/hospitality opportunities please contact:

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