

CHAMPIONS WORLD SERIES 2003

CELTIC

VERSUS

BOCA JUNIORS

07/25/2003 8pm Cleveland Browns Stadium, Cleveland, OH

\$10



OFFICIAL SOUVENIR PROGRAM



2003

CHAMPIONS WORLD SERIES

BOSTON CLEVELAND LOS ANGELES NEW YORK PHILADELPHIA SEATTLE WASHINGTON DC



Budweiser

BRINGS THE GAME TO LIFE.



Contents

05 Introduction

ChampionsWorld CEO Charlie Stillitano introduces the United States' biggest soccer event in nearly a decade

06 Tour diary

Your at-a-glance guide to all the events, movers and shakers in the ChampionsWorld Series

10 AC Milan

The current king of Europe, the Italian giant will be keen to show just why it's soccer's leading light

16 FC Barcelona

With a new man in charge and a disappointing season behind them, the Catalonian giant has a point to prove

22 Boca Juniors

Having recently conquered South American soccer, the Argentinian aces will be keen to impress in the US

28 Celtic

Fiery, passionate, intense. And that's just the fans. Wherever these Scots go, they give the game everything

34 Club América

A rare chance for the cream of Mexican soccer to pit its wits and silky skills against its European counterparts

40 Juventus

It's the team they call the "Old Lady", but don't be fooled. The champion of Italy is in fine fettle

46 Manchester United

The world's best-supported soccer team, and England's most famous, the United show is the hottest in town

50 The fans

Soccer wears many faces. Here's our two-minute guide to the weird and wonderful world of "The Beautiful Game"





CHAMPIONS WORLDSM LLC

CHAMPIONS WORLD WOULD LIKE TO THANK OUR PARTICIPATING PARTNERS FOR THEIR SUPPORT OF THE 2003 CHAMPIONS WORLD SERIES



Welcome



Hello and welcome to the 2003 ChampionsWorld Series.

We are pleased to have you join us for what promises to be a remarkable summer of soccer featuring many of the game's most breathtaking stars and its most famous clubs. This year's lineup brings Manchester United, Juventus, Celtic, AC Milan, Club América, Boca Juniors and FC Barcelona to the United States for a unique seven-game series to be played at some of the finest sporting venues in the world.

Each of the matches is a special event on its own. Combined, the seven games comprise the greatest collection of soccer talent playing in America at once since the 1994 FIFA World Cup. From the opening kick at the 'Battle of Britain' on July 22 in Seattle between English Premier League Champions Manchester United and Celtic of Glasgow, Scotland, to the final whistle of Manchester United's match against FC Barcelona at the sparkling-new Lincoln Financial Field in Philadelphia on August 3, fans of 'The Beautiful Game' in America will have a chance to see the sport like never before.

I'd like to offer special thanks to the many thousands of fans who traveled great distances to attend the matches. Not only the huge number of supporters from England, Spain, Italy, Scotland, Argentina and Mexico who made the journey to watch their favorite teams, but also the tremendous number of American fans who came to the games by every means possible to help bring the energy, atmosphere and excitement these great teams deserve.

Our goal at ChampionsWorld is to bring the very best teams in the soccer world to the United States to showcase their incredible technical ability, passion and skill against other quality teams to create exciting games in stadia with unforgettable atmosphere. While this year's matches have begun, we are already hard at work to make sure that the 2004 ChampionsWorld Series will meet and exceed our goals next summer.

Before the 2003 ChampionsWorld Series is concluded, the games will have been seen on worldwide television broadcasts, and witnessed live by fans from every state in the United States and dozens of countries. We're honored that you chose to spend a part of your summer with us, and we look forward to seeing you again soon.

Best wishes,

Charlie Stillitano
CEO, ChampionsWorld LLC

ChampionsWorld Series US Tour Program 2003

Editor Scott Morgan
Deputy editor Ian McLeish
Art editor Tim Scott
Production editor Sarah Dyson
Chief sub-editor Steve Morgan
Deputy art editor Jenny Owen
Designer Hazel Brown
Picture editor Wayne Cyrus
Contributors Jamie Ambrose,
Paula Coccozza, Simon Evans,
Mike Hammond, Jon Hotten,
Martin Mazur, Andy Mitten
Photography John & Matt Peters,
Manchester United Plc, Action Images,
Empics, Hulton Getty, El Record, Reuters

Account Director Cormac Bourne
Production Director
Louise Morrin (New York)

Published by
Haymarket Customer Publishing
38-42 Hampton Road
Teddington
Middlesex
TW11 0JE
England
www.haycustpub.co.uk
Tel ++ 44 208 267 5000

Printed at RR Donnellys, Illinois, USA
Repro by Fine Comp, New York, USA

For ChampionsWorld
Director of communications
Rich Schneider Tel 201 229 0175
Director of marketing & sales
Joe Fraga Tel 201 229 0175



This publication was produced
in conjunction with
Haymarket Media Inc.
114 W26th St, 3rd floor
New York NY 10001
Tel ++ 1 646 638 6000