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Trophy glistens in financial hub

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Standing in the shadow of London's fastest growing business district, the UEFA Champions League trophy did not look out of place on the latest leg of its tour of the English capital.

Having moved from the intimate surroundings of Old Spitalfields Market, the trophy stood tall among the UK's tallest skyscrapers, including One Canada Square. Almost 100,000 people work at Canary Wharf, which is home to some of the world's leading businesses.

With European giants FC Barcelona and Manchester United FC set to lock horns at Wembley Stadium on 28 May, inquisitive businessmen and fanatical tourists took the opportunity to catch a glimpse of the biggest prize in European club football. Showcased inside a London taxi, the UEFA Champions League Trophy was joined by its women's counterpart, with two professional football freestylers providing the entertainment.

Prior to their arrival in Canary Wharf, the trophies were displayed at the award-winning Anchor House in Canning Town, a residential centre that provides support to over 200 homeless and workless people each year, enabling them to move on to employment and independent living. Residents, students and members of the local community were thrilled at the chance to have the famous silverware in their midst.

Meanwhile, former England defender Graeme Le Saux has been fronting a media campaign, promoting the UEFA Champions League Festival and UEFA Women's Champions League final with appearances on Sky Sports News and BBC Radio London, among others. The festival, a week-long celebration of grassroots football for which Le Saux is the ambassador, starts in Hyde Park on Saturday 21 May with the women's final taking place the following Thursday.


Supporters wishing to attend the 2010/11 UEFA Women's Champions League final in London can purchase tickets now priced at £3 for under-16s and £5 (€5.90) for adults. They can be bought via a portal on Fulham FC's official website or by calling +44 (0)843 208 1234 (option 1) 24 hours a day, seven days a week (no booking fees apply online).


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