TO THE MEMBERS OF FIFA

Circular no. 1425

São Paulo, 3 June 2014

United Passions – FIFA’s 100-year history

Dear Sir or Madam,

After the initial idea in 2004 as part of FIFA’s 100-year festivities, we are very pleased to announce that FIFA will be represented in the cinema in a story telling the world about the globalisation of football from its roots in 1904.

United Passions, the film by renowned French director Frédéric Auburtin and featuring distinguished main actors Gérard Depardieu, Sam Neill and Tim Roth, portrays in an open, self-critical and highly enjoyable way the origins of FIFA and the FIFA World Cup™. Moreover, it spreads the message of FIFA developing football all around the globe despite many challenges over the years such as discrimination, economic crisis, financial strains, human frailty and politics. But above all, it shows how football is nowadays enjoyed in every part of the world regardless of race, religion, gender or class, and that it truly is the world’s greatest game.

As part of FIFA’s reform process and strategy to thoroughly intensify its efforts in the realm of communications, it is FIFA’s aim to promote more direct communication with the world, and especially with fans of football to ensure that the football community at large does not have a reduced view of FIFA’s mission and objectives. In line with our media and marketing & TV activities, we are very confident that this movie will effectively impact upon FIFA’s image and show positive results.

The first presentation at one of the most prestigious film festivals in Cannes was richly promising, and we encourage you to watch this film in the cinema. Azerbaijan will have its premiere on 4 June, whereas Portugal and Russia will launch the film on 12 June and 3 July 2014 respectively, to mention just three of the upcoming releases. For more information, please visit FIFA.com.

We look forward to seeing you soon at the next major milestone in FIFA’s history: the 2014 FIFA Congress in São Paulo, just before the kick-off of the 20th edition of the FIFA World Cup™ in Brazil.

Yours faithfully,

[Signature]

Jerôme Valcke
Secretary General

cc. FIFA Executive Committee
Confederations

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