

PRESS RELEASE

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DEUTSCHER FUSSBALL
BOTSCHAFTER

FC BAYERN MUNICH WINS THE 2021 HONORARY AWARD OF THE GERMAN FOOTBALL AMBASSADOR

- **The handover ceremony to Karl-Heinz Rummenigge will take place on 6 October in Berlin**



Photo: ©German Football Ambassador

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The German Football Ambassador Association (Deutscher Fußball Botschafter e.V.) will award this year's honorary prize to FC Bayern Munich on 6 October 2021 in Berlin. Karl-Heinz Rummenigge will receive the award in person on 6 October at the Capital City Representation of Deutsche Telekom in Berlin.

The non-profit organisation awards this prize annually for a significant contribution to the positive image of Germany in the world, which is linked to the support of a charitable institution.

Due to its success, FC Bayern München has had an enormous radiance abroad for decades and ensures a positive image of Germany in the world of football. In 2020, the club then pulled off another coup: it won all six major titles, from the German championship to the UEFA Champions League and the Club World Cup, and once again attracted worldwide attention.

Comprising of nearly 300,000 registered members, it is now the club with the most members in the world. Bayern Munich has become a global football brand and has cultivated its social commitment for almost half a century. This includes, among other things, friendly matches wherein the proceeds are granted to financially struggling clubs, the integration of former Bayern players into the "Bayern family" as well as the non-profit association FC Bayern Hilfe e.V.

"Thus, with the German Football Ambassador Award, our jury honours not only an exceptional year for sport in 2020, but also the overall contribution of FC Bayern Munich to the image of (football) Germany in the world", said the non-profit association's president, Roland Bischof.

The honorary award of the German Football Ambassador Association was previously presented to Dettmar Cramer, Thomas Hitzlsperger, Miroslav Klose, Karl-Heinz Schnellinger, Otto Pfister, and the duo Joshua Kimmich/Leon Goretzka.

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German Football Ambassador (Deutscher Fußball Botschafter e.V.)

The German Football Ambassador Association (Deutscher Fußball Botschafter e.V.), based in Berlin, was founded by Roland Bischof in 2012 and awards German coaches and players who contribute to the positive image of Germany through their appearance and commitment. The awards come with prize money for social projects. From Nepal to Namibia: the association has been able to support a total of more than 30 projects worldwide since 2013

www.fussballbotschafter.de/en

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