



Libertação imediata

Em nome do soft escocês FENOMENAL beber IRN-BRU

31 De Maio de 2010

(english translation)

IRN-BRU Proposes to the People of Brazil...

HELP US MAKE SCOTLAND MAGIC AT FOOTBALL!

Scotland's favourite soft drink, IRN-BRU, is appealing to the men and women of Brazil this week to help us create the next generation of Scottish football legends.

We share the Scottish nation's frustrated but ever-hopeful view of the world's greatest football tournament, and IRN-BRU has been inspired to take steps to keep Scotland off the bench in years to come.

'BRUZil: Road to 2034' is a simple yet potentially revolutionary idea: let's unite Scots and Brazilians this summer to forever enhance the Scottish footballing gene

pool...creating phenomenal future players for the world's biggest football tournament in 2034.

If Scots and Brazilians get together, beautiful babies could be born with all of Scotland's legendary sporting spirit...but with a dash of the DNA that gives Brazilian's their world-beating football flair. By 2034, these 'Bruzil babies' could be the answer that Scottish football fans everywhere have been waiting for!

IRN-BRU kicked off the phenomenal campaign in the legendary city of Rio this week, with lonely hearts adverts and billboards appealing to single Brazilians to consider a Scottish mate.

Back in Scotland, the quest is being championed by a truly phenomenal Scot, whose never-to-be-forgotten wonder goal in 1978 had Scots dreaming of global glory - the legendary Archie Gemmill.

As he unveiled the idea to the nation on Monday 31st May in Glasgow, Archie commented: *'Scotland and Brazil share a common love of the beautiful game, and the idea of sharing that passion to lead Scotland to global footballing glory in the years ahead is genius. Scotland has all the skill, the grit and the support to make it right to the top, but we perhaps require a little something extra to give us that all important edge. Some Brazilian football magic could be exactly what we need!'*

Martin Steele, Senior Brand Manager for IRN-BRU was in Rio to kick off proceedings last week. 'Both Scotland and Brazil are nations well-known for their love of football, and while we're all looking forward to this summer's events in South Africa, the nation can't help but reflect on what we can do to secure our place in years to come. We thought it was about time IRN-BRU took action...and at least give Scots something to smile about if they miss seeing their team in action!'

For further media information, please contact Janice Macgregor or Stacey Blevins at Burt Greener Communications: 0131 220 0003 / Janice@burtgreener.co.uk / Stacey@burtgreener.co.uk