

Fan Project brings 2006 Fans to the Soccer World Cup Final

With only three months to go soccer fans are thrilled to await the greatest sporting event of the year, the 2006 Fifa World Cup®. They know it is up to their enthusiasm to support their heroes on the field. These fans will play a key role in the outcome of the games and become the focus of attention.

The 2006FanPoster (as to be seen at <http://www.2006fanposter.com>) is dedicated to give 2006 fans the opportunity to show their support by posting the best, funniest, craziest, most memorable FanPicture on one poster. "Soccer is a religion, a multi-national battle without weapons fought by modern-day gladiators and semi-gods. I wanted to unite 2006 of the most enthusiastic fans, the ambassadors of their country, peacefully and face to face on one colourful FanPoster", says Michael Gaigg, founder and administrator of the website 2006fanposter.com based in California, USA about his vision.

Driven by the fascination of supportership Michael Gaigg started the non-profit webpage www.2006fanposter.com that gives fans the possibility to upload their best FanPicture. Soon this vision was shared by Gerhard Muthenthaler, an innovative entrepreneur from Berlin, Germany, who owns the company www.erfinder.at specialized on innovation marketing. "I loved the idea of connecting people across the nations. The FanPoster is the perfect representation of creative innovation and will present 2006 Fans that have two things in common: passion and the power of believe!" says Gerhard Muthenthaler.

Four months before the World Cup Final in Berlin and without advertisement the 2006FanPoster has already subscribed fans from over 33 countries with the Republic of Macedonia in the lead, followed by Peru, the United Kingdom and Albania. The United States are currently in fifth place. "I find it extremely entertaining to see the FanPoster grow and it is the first thing I do every morning to check the webpage for new fans. The FanPoster is like an adventure with something new to discover all the time. Clicking the world map and seeing all those happy fans with their colourful pictures is a welcome change to the hard working life", says Michael Gaigg. Simple clicks on the FanPoster show the individual fans with their FanPicture, link to their own FanPage and favourite cheer. Visitors to the website can also vote for the 'Fan of the Week' or simply browse through the list of fans.

The goal of the 2006FanPoster initiative is to complete and print the FanPoster for the final game of the World Cup and hang it in the Olympiastadium in Berlin. The size and location is yet to be determined and will depend greatly on the support of sponsors and officials. Gerhard Muthenthaler is convinced to find the perfect solution. In the meantime <http://www.2006fanposter.com> is open for subscriptions (signing up is easy and free of charge) for soccer fans who share the passion for the greatest sport ever! Share it too and cheer for your country like Juan from Spain: "A la bim a la bam, a la bim bom bam, Espana, Espana! Y nadie mas!"