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Show your support as Derby launches World Cup bid

APPLICANT HOST CITY



**BIDDING NATION
ENGLAND**

Derby is bidding for host city status in England's campaign to bring the FIFA World Cup to England in 2018 or 2022 and a visit was made by representatives from the FA yesterday.

You can pledge your support to England 2018 and Derby's bid by registering [online](#) and selecting "Derby" as your preferred host city.

Marketing Derby are supporting the campaign and are confident that Derby has all the credentials for an Applicant Host City:

- Derby is a passionate football city and Derby County is one of only 12 founder members of the Football League.
- Pride Park Stadium is very accessible for teams as well as supporters.
- Derby is the country's most central city, with 80% of the UK's population living within a two-hour drive time.
- Derby's rail, road and air connections are excellent
- Derby is located within some incredibly beautiful countryside, including the iconic Peak District

The final decision on which cities will host the FIFA World Cup if England's bid to be the host nation is successful will be made in December this year. England's bid will be submitted to the game's governing body, FIFA, in May 2010, and the winning country will be announced in December 2010.

The economic benefits to host cities are considerable, with the potential for as many as 30,000 people to stay in the area for up to three weeks. According to figures released by The FA, the average World Cup visitor spends 40% more than the average tourist and will bring between £100m and £200m of investment and development and create thousands of new jobs.

Please ask your friends, family and work colleagues to [sign up too](#) by forwarding this email.

www.marketingderby.co.uk

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www.derbydoesit.org

Promoting the promise of our city

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does it