

ŽALGIRIS

Daugiau nei futbolas!

VŠĮ Vilniaus miesto futbolo draugija „Žalgiris“ Algirdo g. 31, LT-03219 Vilnius Tel. +370 615 93700



28.07.2011, Vilnius

Dear Sir or Madam,

Žalgiris Football Club welcomes the European Commission's consultation "On online gambling in the Internal Market" (COM (2011)128 final) and is pleased to submit the contribution hereafter.

About Žalgiris Football Club

The Žalgiris Football Club is a legendary Lithuanian football team that competed in the USSR in the Second, First and Supreme leagues between 1947 and 1989, in the Lithuanian A League (from 1990 to 2008), and in European competitions organised by UEFA. In 1987, this team from Vilnius won bronze medals in the top division of the USSR. In the 20 seasons it played in the A League, Žalgiris won the title of Champion of Lithuania three times (in 1991, 1992 and 1997), the Lithuanian Football Federation (LFF) Cup five times, and the LFF Super Cup once.

Vilnius Žalgiris participated in competitions organised by UEFA on 16 occasions, playing against such teams as PSV Eindhoven (Netherlands), Feyenoord Rotterdam (Netherlands), Dynamo Kyiv (Ukraine) and others.

Because of financial problems, FC Žalgiris ceased activities in the season of 2008. In January 2010, insolvency proceedings were started against FC Žalgiris, and an administrator appointed.

2009: Social commitment and financial difficulties

In 2009, in an attempt to save the Žalgiris name, the team's players and coaches, as well as the members of its fan club, Pietų IV, left FC Žalgiris and founded Vilnius City Football Society (VCFS) Žalgiris.

In March 2009, the Lithuanian Football Federation, in its support for this initiative, and in recognition of the club, allowed VCFS Žalgiris to play in the First League by way of exception. Kept afloat financially and morally by the most loyal players and Pietų IV fans, Žalgiris won sixth place in the First League in the 2009 season.

At the end of 2009, a project group for the revival of Žalgiris was formed. Whilst understanding the difficulties of the period, and having assessed the issues being faced by Lithuanian football clubs, the project group prepared a strategy for reviving Žalgiris. Žalgiris was to be revived along the lines of the German football club model (a community-type club was to be founded, where anyone able to contribute to the maintenance and development of Žalgiris could become a member). The project group found sponsors, prepared Žalgiris for licensing, and brought together a team that

VŠĮ Vilniaus miesto futbolo draugija „Žalgiris“
Algirdo g. 31, LT-03219 Vilnius
Tel. +370 615 93700
www.zalgiris-vilnius.lt

Įmonės kodas 302309678
"Swedbank", AB
LT18 7300 0101 1432 3447
Banko kodas 73000
SWIFT kodas HABALT22



hummel

YKK



ŽALGIRIS

Daugiau nei futbolas!

VŠĮ Vilniaus miesto futbolo draugija „Žalgiris“ Algirdo g. 31, LT-03219 Vilnius Tel. +370 615 93700



could compete with the top Lithuanian football clubs. VCFS Žalgiris already has 13 partners who support the society through their work or funding, such as the Vilnius City Municipality. The city provides comprehensive support to Žalgiris, and encourages businesses to join the club community. On 12 March 2010, with UEFA approval, the heads of the Lithuanian Football Federation officially accepted VCFS Žalgiris into the A League.

Also in 2010, VCFS Žalgiris joined with the Žalgirietis children's football academy. After merging with Žalgiris, the ranks of the academy swelled from 100 to almost 300 children who also participate in various competitions and watch Žalgiris matches with their parents.

Our goal for 2011 for all of us members of Žalgiris is to fight for the Championship title, to promote the city of Vilnius and our sponsors, and to win another trophy of which we all can be proud as a thank-you to everyone for their support.



Partnership with Unibet: more than a financial support...

We would like to emphasise that the first to believe in the Žalgiris revival project and to offer help was one of the largest online gambling companies in Europe, **UNIBET**. On 28 January 2010, this foreign company officially became the main sponsor of Žalgiris for the 2010 season. After a successful season, UNIBET willingly renewed its cooperation with us for one more season in 2011. We can sincerely assure you that it is only thanks to UNIBET that this Lithuanian capital club rose from the ashes! **Being the first one to believe in the idea, this company gave an impulse to the development of the entire project. No less than 67 jobs were created!** And Lithuania's largest football fan club, PIETŪ IV, can enjoy the achievements of its team once again.

We are delighted to see a football community taking form in Vilnius: the ranks of the football academy are filling, which also means that there is a larger number of parents involved, and that football as well as a healthy lifestyle is being promoted.

This year, after persistent work with the capital city's municipality, we were able to direct the attention of the city's leaders to the promotion of children's health and extracurricular education. Sports infrastructure development projects have been started in the city.

We have now a new motto: *"Žalgiris – more than football"*. Within a few years we plan to implement various social programmes: we are cooperating with the SOS Village children's home,

VŠĮ Vilniaus miesto futbolo draugija „Žalgiris“
Algirdo g. 31, LT-03219 Vilnius
Tel. +370 615 93700
www.zalgiris-vilnius.lt

Įmonės kodas 302309678
"Swedbank", AB
LT18 7300 0101 1432 3447
Banko kodas 73000
SWIFT kodas HABALT22



SPONSORAS

Partneriai

Partneriai

