



For Immediate Release

SYDNEY HARBOUR BRIDGE TO TRANSFORM INTO THE ULTIMATE FESTIVAL OF FOOTBALL TO CELEBRATE FIFA WOMEN'S WORLD CUP 2023™

Fans encouraged to register now to be part of the milestone event on June 25

SYDNEY, AUSTRALIA (1st June, 2023): FIFA Women's World Cup 2023 together with **Destination NSW** have today announced that on Sunday 25th June, Sydney's most iconic landmark on Gadigal country, Sydney Harbour Bridge, will turn into a festival of football to celebrate 25 days to go until the official kick-off of FIFA Women's World Cup Australia & New Zealand 2023.

The event on the Sydney Harbour Bridge, overlooking the show-stopping city and glittering harbour, will be a celebration of football, culture, community and free to the public to attend. Fans are invited to register **HERE** to be part of this once in a lifetime opportunity to walk, jog or dance across the iconic Sydney Harbour Bridge to the "Unity Beat" as well as music from participating nations and engage with the tournament via a series of unique activations.

This powerful and colourful display of unity and inclusivity will see thousands of fans be joined by grassroots football and multicultural communities, local and international football legends, FIFA and NSW Government representatives and the tournament's Beyond Greatness Champions on one of the world's most recognisable landmarks.

FIFA Secretary General, Fatma Samoura said: *"Football unites the world, and this month on the famous Sydney Harbour Bridge the power of our game to bring people together will once again be showcased. This FIFA Women's World Cup will truly be a unique event and a once-in-a-lifetime experience. With its thriving culture and world-class experiences, Sydney is a fantastic location to celebrate the upcoming FIFA Women's World Cup. The Sydney Harbour Bridge will be the perfect setting to rally and unite our communities and create an enticing and distinctive experience that truly goes Beyond Greatness!"*

Sydney is set to come alive during the FIFA Women's World Cup Australia & New Zealand 2023 tournament hosting north of 11 matches across two venues, secured by Destination NSW, the NSW Government's tourism and major events agency.

A central destination throughout the tournament, Sydney will host Australia's opening match between Australia and the Republic of Ireland kicking off on July 20th. Sydney will also witness the world champions crowned when the final takes place at Stadium Australia on August 20th.

Minister for Jobs and Tourism, John Graham, said: *"The FIFA Women's World Cup is another mega event for Sydney, attracting thousands of visitors from around the world and millions of dollars in visitor expenditure for the state. NSW is ready to host football fans, families and visitors in Sydney to cheer on their favourite team at one of the biggest tournaments in the world."*



"Akin to hosting the first Women's World Cup south of the equator, being part of this activation on our iconic bridge on 25 June is a once-in-a-lifetime opportunity and I encourage football fans to get involved in the opportunity to help showcase our state and women's football to the world."

The Sydney Harbour Bridge will close to traffic on Sunday, 25 June from 4.00am to 10.30am (local time) for the FIFA Women's World Cup event. The Sydney Harbour Tunnel will remain open but delays are expected. Trains will continue to operate across the bridge and the footpath and cycleway will remain open. For more information on public transport visit transportnsw.info and for details on road closures visit livetraffic.com.

For further information or to register to be part of the FIFA Women's World Cup x Sydney Harbour Bridge celebrations, visit: <https://www.intix.com.au/event/ffa-wwc-unity-celebration>. Fans can select from three meeting arrival times: 6:00am, 6:15am and 6:30am.

The FIFA Women's World Cup 2023 will run from 20 July - 20 August 2023. To secure your tickets visit <http://www.fifa.com/tickets>. Join the conversation on [Instagram](#), [Twitter](#), [TikTok](#) or [Facebook](#) by using #FIFAWWC #BeyondGreatness

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About FIFA Women's World Cup:

The Fédération Internationale de Football Association (FIFA), based in Zurich - Switzerland, is the international governing body of association football, futsal and beach soccer, comprising of 211 member associations grouped into six recognised confederations.

The FIFA Women's World Cup Australia & New Zealand 2023™ will see the world's best players compete for the greatest prize in women's football from 20 July to 20 August in 2023. A tournament of firsts, the 2023 World Cup will be the first tournament to be co-hosted by two nations and first to feature 32 teams. It is also the first time it will be held in the Asia-Pacific region. The vision for the tournament is to unite the world through a unique experience and showcase the world's best female players with a world-class event that will see women's football go 'Beyond Greatness' and blaze a trail for women's empowerment.

For more information on FIFA and its competitions, please visit the official website at www.FIFA.com.

About Destination NSW:

Destination NSW is the lead agency, champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW is responsible for leading the delivery of the NSW Visitor Economy Strategy 2030 in partnership with government and industry. Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and expos for Sydney and regional NSW.