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**COPA90 opens doors to fans and creators at new Moscow Club House for the World Cup**

* **COPA90 to launch event space that embodies the future of sports media**
* **Club House is designed to celebrate fans’ passion and Russian culture**

COPA90, the leading global football media brand that celebrates fans and their passion for the game, is launching a live event space in Moscow to co-incide with the FIFA World Cup in June and July.

Based in Moscow at Trekhgornaya manufaktura, a destination complex for the city’s creative community that comprises start-ups, bars, and restaurants, the COPA90 Club House will provide a platform for Russian football fans to showcase their creativity to the rest of the world, using football exhibitions and art to provide a vibrant backdrop for a series of film screenings and panel events throughout the tournament.

Created as an antidote to the traditional broadcast media studios at tournaments, which are cut off and isolated from the fans, COPA90 Club House is designed to deliver a real hit of the passion and excitement that surrounds the World Cup in Russia.

In addition to providing a co-working space, bar and live screenings of games, the COPA90 Club House events will cover subjects including Russian design and football, Cristiano Ronaldo, and classic football shirts. COPA90 will also host a one-day film festival in partnership with 11mm, the organiser of The International Football Film Festival, to screen the best football films made since the last World Cup.

COPA90 is using the space to host its new exhibition of Russian analogue photography and stories created by [Goal Click](https://www.goal-click.com/), a global photography project that unites football fans and communities around the world. The display will feature large-scale artwork from the ‘alternative sticker album’ [Tschutti Heftil](https://www.tschuttiheft.li/), which commissions artists across the globe to illustrate each World Cup squad.

The COPA90 Club House will also provide a co-working hub for global creators to meet like-minded people, collaborate and share experiences throughout the tournament.

Russian creative studio FANDLs (Faces&Laces Studio) has partnered with COPA90 to manage production and day-to-day operation of the Club House as well as communication with local media throughout the tournament.

Nick Lewis, Brand Strategy Director at COPA90, said: "The World Cup is one of the most inclusive events in the world, and with people across the globe converging on Russia it's the perfect opportunity for us to bring together our fans, collaborators and friends in one venue. Russia 2018 is a landmark moment in our evolution, and gives COPA90 the chance to help fans truly experience everything that we stand for.”

ENDS

**COPA90 Moscow Club House: (Open June 14th – July 15th 2018)**

Open every matchday – and for exhibitions and events – midday to midnight.

Screening every game.

Location: Trekhgornaya Manufaktura, Rochdelskaya Street, 15, Building 31, Moscow 123022.

**About COPA90:**

COPA90 is a football company with over 135 million views per month and with 35 minutes per fan per week average watch time. COPA90 is now regarded as the definitive youth media brand for football.

It was recently recognised as the No.1 most influential sports brand on YouTube according to Tubular Labs, beating Formula One and the Olympics.

The brand's influence is far-reaching. Recent COPA90 hits and highlights include ‘Corbyn and Chill' – Jeremy Corbyn’s pre-election appearance on COPA90 which was widely cited as helping mobilise the youth vote in the run up to General Election 2017.

Mundial magazine called COPA90 "The voice of a generation."  COPA90's FIFA and Chill interview format has also attracted David Beckham, Stormzy, Paul Pogba, Lil Yachty and Lethal Bizzle.

COPA90’s ‘Saturdays Are Lit’ is the highest-rating football show globally, with over 49 million views on Snapchat Discover with Bleacher Report.

COPA90 has consolidated its position as a disrupter of the sports media landscape with a number of innovations. In 2016, it was the first football brand to build a Facebook Messenger chatbot for the UEFA European Championship and in July 2017 announced its new COPA90 LIVE series which is re-defining how a live football match should look and feel.