

# ANNOUNCEMENT



Frankfurt, Germany, March 2nd, 2018

## Jay-Jay Okocha New Member of the “Bundesliga Legends Network”

Jay-Jay Okocha is going to be the new member of the DFL’s “Bundesliga Legends Network”. This makes him the eleventh former Bundesliga player to join the “Bundesliga Legends” as a global Bundesliga brand ambassador. Its aim is to get fans all over the world excited about the German top league and to communicate the special fascination surrounding the Bundesliga – such as its unique fan culture, the atmosphere in the packed stadiums and the thrilling soccer on the pitch.

The “Bundesliga Legends” are deployed above all in their home countries and in places with which they have a strong connection as a result of the various stages of their careers. As the faces of the Bundesliga, the former players visit fan and media events in key international target markets. They also act as trainers at soccer camps, at partner events or as pundits on TV shows broadcast by international TV stations.

Okocha inspired fans in the early 1990s with his spectacular playing styles. The midfielder star played 90 times for Eintracht Frankfurt, scoring 18 goals. He spent four years with Frankfurt and, due to his tremendous dedication to the team, was honored as one of the “Pillars of Eintracht”: a huge portrait of the Nigerian midfielder can be seen on one of the pillars of a subway station in Frankfurt.

Okocha is delighted by his role as a Bundesliga Legend: “It was a great honor for me to play in the Bundesliga, and playing with such a fantastic team as Eintracht helped me and my development enormously. At the same time, it was a unique experience having such amazing fans who always gave you such huge support. With these experiences to remember, I’m exceptionally proud to be able to represent this tremendous league!”

Jay-Jay Okocha’s first official engagement will be a visit to Johannesburg. He will be traveling around South Africa as part of the “Bundesliga Legends Tour” from March 15th through 18, 2018.

Jay-Jay Okocha’s fellow members of the “Bundesliga Legends Network” are Lothar Matthäus, Paulo Sergio, Pavel Pardo, Wynton Rufer, Jörg Albertz, Bum-Kun Cha, Anthony Baffoe, Jiayi Shao, Yasuhiko Okudera and Steven Cherundolo.

Further information about the “Bundesliga Legends Network” and about the Legends themselves can be found on our website:

<https://www.bundesliga.com/en/legends/>

*Note for editors:*

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