

Valletta / Newcastle Upon Tyne

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PRESS RELEASE

'Sela Cup, Presented by VisitMalta' Tournament to Take Place at St. James' Park

VisitMalta is delighted to announce its partnership with Newcastle United Football Club for the inaugural 'Sela Cup, presented by VisitMalta' tournament. The exciting pre-season football tournament will take place this summer at the home of Newcastle United, the iconic St. James' Park, showcasing the captivating world of football.

Scheduled for Saturday 5th and Sunday 6th August, the tournament will not only serve as part of Newcastle United's pre-season preparations but also provide an exceptional football experience for fans. During this tournament the Magpies led by Eddie Howe will go head-to-head with Fiorentina, Nice and Villarreal over two consecutive days.

Adding to the spectacle, Newcastle United Women will participate in this unforgettable weekend of football on Tyneside. They will face West Bromwich Albion Women on Saturday 5th August, marking their return to St. James' Park after their triumphant victory in the FA Women's National League Division One North in May, which also marked their transition into professional football.

The realization of this tournament has been made possible through the support of VisitMalta, the event sponsor and Sela, Newcastle United's new front-of-shirt partner.

The 'Sela Cup, presented by VisitMalta' tournament will adopt a thrilling format where teams will earn three points for a win, one point for a draw, and an additional point for every goal scored. On Sunday, after the final match, the overall tournament winners will be presented with the coveted Sela Cup, presented by VisitMalta.

Newcastle United CEO Darren Eales expressed his enthusiasm for the tournament, stating, "There is huge excitement going into the 2023/24 season, so to be able to give our supporters two days of football involving both our men's and women's teams is something that everybody is looking forward to."

He extended his sincere appreciation to Sela and VisitMalta for their invaluable contributions to making this event possible, emphasizing their expertise in delivering top-class events and activations that will ensure an outstanding experience for all attendees.

Malta Tourism Authority CEO Carlo Micallef stated: "Holiday travel and football arouse strong beautiful emotions which we usually share with those closest to us, forgetting mundane life while we cheer on our favourite team or when away on holiday. VisitMalta is proud to continue its destination brand marketing activity in the football world, partnering with Sela for the tournament being played in Newcastle, an international tournament that brings together top teams from the UK, Italy, France and Spain, four core markets for tourism to the Maltese Islands."

Clayton Bartolo, Malta's Minister for Tourism, highlighted the significance of sports tourism in uniting individuals from diverse backgrounds, saying, "In an era where travel has become an essential part of our lives, sports tourism acts as a catalyst for growth, uniting individuals from diverse backgrounds through the universal language of sports."

Ticket Information:

Those attending will be able to watch all matches as tickets for the day grant entry to all scheduled games.

Day tickets for either Saturday or Sunday are priced at £30 for adults and £15 for concessions.

Weekend package tickets, available until 31st July, will be priced at £55 for adults and £25 for concessions.

All tickets will go on sale from 10 am, Friday 7th July, at book.nufc.co.uk.

Digital Ticketing:

For the first time, digital ticketing will be implemented at St. James' Park. Supporters are advised to arrive early, and mobile phone wallet download links will be emailed to ticket purchasers at least seven days prior to the games. Further details and frequently asked questions regarding digital ticketing will be provided in due course.

We look forward to welcoming football enthusiasts from near and far to the 'Sela Cup, presented by VisitMalta' tournament. Join us at St. James' Park for an unforgettable weekend of exhilarating football action and camaraderie.

For more information, please contact: VisitMalta Press Office Email: pr@visitmalta.com
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