

NEWS



EMBARGOED UNTIL 17th APRIL 2006

FANS GO FOOTBALL MAD WITH 'COUCH CELEBRATIONS'

New research commissioned by Domino's Pizza reveals that one in six football fans have injured themselves whilst celebrating a goal they saw on TV at home. The research also reveals that 80% of fans plan to watch World Cup matches from the comfort of their own living rooms which has prompted the pizza delivery company to come up with a plan to keep their customers safe when celebrating this Summer.

The latest craze - nicknamed 'couch celebrations'- is a series of choreographed moves that enable fans to recreate the nation's favourite goal celebrations in safety. Whether it's slipping when making a cup of tea when your team scores, or stubbing your toe on the sofa, many football fans can relate to the symptoms of 'coffee table shinsplints', 'chair leg metatarsal' and 'sofa schlatters'.

The fact that 75% of football fans admit to jumping around their living room when their team scores encouraged Domino's, whose stores tend to be busier when there are big football fixtures on TV, to take action and develop a safer way for fans to enjoy the football.

Chartered Physiotherapist Sammy Margot, Physio for The F.A. comments: "It is not surprising that so many football fans have injured themselves whilst celebrating goals at home. Fans get so emotional when it comes to football that they often celebrate uncontrollably during the match which can lead to all types of sprains of sprains and strains.

With this in mind, professional choreographer Charlotte Stevens from Rudeye Dance Troupe, in consultation with Sammy Margot, has developed a step-by-step guide to celebrating safely at home with the correct posture to recreate historic footballing moments."

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The choreographed moves are based on the nation's favourite goal celebrations of all time as voted for by 2,000 football fans¹:

1. **The Psycho** - Stuart Pearce's passionate penalty celebration against Spain in Euro '96
2. **The Dambuster** - David Beckham's run towards the crowd following his penalty against Argentina at the last World Cup
3. **The Hipster** - Cameroon's Roger Milla, dancing around the corner flag after each of his four goals in the 1990 World Cup Finals
4. **The Dentist Chair** - Paul Gascoigne's infamous pose after scoring against Scotland in Euro '96
5. **Il Passione** - Marco Tardelli's celebration for Italy after scoring the deciding goal in the 1982 World Cup Final against West Germany with Tardelli running through sheer joy, tears and shaking his head in disbelief.

Chris Moore from Domino's said: "I've been there when it comes to football viewing injuries. When I lived in Brazil, Zico scored and we just flew off the sofa. I only realised that I'd cracked my head open on my friend's elbow when the blood pouring down my face got in the way of me watching the match. By using our Couch Celebrations guidelines, our customers won't miss any of the action through injury!"

Physiotherapist Sammy Margot concludes: "There are a few simple tips for fans who will be watching the game at home to avoid the injury. For instance, in anticipation of a goal fans could stand up to avoid sharp reactions and sprains. Also, fans should think about where they place their food and drink and position it close to them, as to avoid over stretching when the muscle tension is high during the game."

-ENDS-

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Notes to editors:

Photography and step-by-step guides to the greatest football celebrations of all time are available via the contact details below.

- Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery.
- Domino's is the UK's leading player in the fast growing pizza delivery market, with over 400 stores nationwide.
- Using fresh and fine ingredients, a typical Domino's menu offers customers millions of different pizza combinations, reaffirming pizza's long-held place as the world's most flexible and appealing food.
- As well as calling or visiting the local store, customers can now order from Domino's via the national hotline 087 12121212*, online at www.dominos.co.uk or through Sky Active TV. Customers can find their local store by sending their postcode via SMS to 61212.

* calls cost 10p per minute. Charges for calls made from mobile phones may vary.

References:

1 YouGov omnibus survey, February 2006

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