

20th June 2006

Footy fanatics kick start charity auctions on eBay

The World Cup, Aussie Rules and the State of Origin have sent Australians flying into a football frenzy! Aussies have already raised over \$20,000 for charity in the last month buying football related collectables and it's expected that thousands more will follow over the coming week with the launch of two rare Socceroos auctions on eBay.com.au.

As footy fever heats up, rare and brand new everyday football items are being listed on eBay every day giving fans the opportunity to grab their own piece of the football fanaticism that is sweeping our nation.

For the quirky Socceroos fans, a pair of lucky **Socceroos signed undies** is currently up for grabs on eBay. The brand new undies are signed by every member of the Australian World Cup squad and all proceeds go to the Challenge Foundation to help support children and families living with cancer and other life threatening blood disorders. The auction is live right now and ends on Sunday 25 June at noon (AEST).

Mark Schwarzer's boots, signed by Mark in Melbourne before the Socceroos left for the World Cup, are also on eBay right now with all proceeds going to help establish Autism Queensland's first Regional Therapeutic Centre of Excellence for children with Autism. The auction finishes on Sunday 25 June at 7pm (AEST).

eBay Australia spokesperson, Angie Cursley says, "The outcome of Friday morning's game between Croatia and Australia is sure to influence the bids and dollars that are expected to roll in on Sunday come the close of the eBay socceroo auctions."

Cursley continues, "eBay provides the perfect marketplace to raise funds for a great cause as well as suppress even the most aggressive sports collector's collecting appetite! With over 89 million items on eBay at any one time, eBay is the one-stop shop for footy fans during the most exciting time in sports history."

While there are many one-of-a-kind collectable items on offer, eBay is still the best place for football fans to buy everyday sports items – and, it's one of the best barometers to predict what's hot and what's not.

It appears that even though Aussies are right behind the Socceroos in their bid for World Cup success, AFL still remains at the heart of football fans across the nation with:

- 6574 AFL items listed on eBay
- 5489 NRL items listed
- 3166 soccer items listed

So which state wins the accolade of most passionate football fans?

- AFL – the winners are, not surprisingly, Victorians with 2310 AFL-related items on eBay
- NRL – similarly, New South Welshmen seem to prefer their league to any other code with 1855 NRL-related items

- World Cup – of the 1308 items currently on the site, 1155 items are listed by NSW residents.

Armando Ferreira is a truly passionate soccer fan. Having travelled abroad to the 2002 World Cup, Armando picked up a case of severe footy fever! Since then, he has turned to eBay to collect soccer memorabilia that he couldn't find in Australia. "There are a lot of great soccer items that you just can't find in Australia. Many items are only available in Europe, but eBay gives sports fans access to rare, hard-to-find items," says Armando. "Before eBay it was hard for soccer fans to get their hands on memorabilia, now it's so easy and convenient and the range of soccer items on eBay is second to none."

Angie Cursley says, "A barometer of popular culture, eBay is reflective of what's hot, right now. And clearly Australians are fanatical about their football – whichever way it's played!"



Armando Ferreira from Sydney with his prized footy collection from eBay.com.au

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For regular information on eBay facts and figures, safe trading information or to view eBay Australia media releases visit the eBay Australia Media Centre at: <http://pages.ebay.com.au/aboutebay/media.html>

ABOUT EBAY

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