



7x7 =
45+



KNVB





KNVB starts 45+ football

- Originated from KNVB Strategic Marketing plan
- Goals 45+ football:
 - Retaining current active football players.
 - Regaining ex-players as active football players
- Introduce innovative football concepts
 - Adjusted to the physical capacities
 - Eliminating current barriers



Senior Games 2009

- The European Senior Games 2009 organised in the Dutch province of Zeeland from September 7 to 12, 2009
- 3.500 athletes aged 50+ (football 45+) will participate in 22 different branches of sports, including football.
- 7 a side tournament, from September 10 to 12, 2009.
- Football 45+: 16 teams, 12 national (preliminary champions) and 4 international teams





45+ target group in action



GEZONIT
7x7 = 45+

7x7 =
45+

MEER WETEN?
GA NAAR
KNVB.NL/45PLUS