

EA Sports FIFA 11 Takeover Tour

The Kansas City Soccer Dome, EA Sports and the Comets are bringing the EA Sports FIFA 11 Takeover Tour Bus to Kansas City, on Thursday October 28th from 5pm-9pm at the Dome.

Giveaways include: a PSP Go handheld console, Adidas-branded FIFA 11 T-shirts, two tickets to a Comets game, Comets T-shirts, MISL Match Ball and much more.

Up to 40 people can play at a time! Comets players and the Galaxy Girls will be in attendance. Do you think you have the skills to beat a Comets player at FIFA 11? Come down to The Dome on October 28th to Find Out!

The EA Sports FIFA Soccer 11 Takeover Tour is a nationwide, five-week long program that showcases EA's highest ranking game on the market, FIFA 11. Throughout the five weeks, three vehicles outfitted with TVs, giveaways, game systems and a full-time crew, will travel from the East Coast to the West Coast challenging all soccer fans.

FIFA is one of EA's oldest and most popular sports franchises, encompassing teams and athletes from leagues all over the world. It not only allows fans to *champion* their favorite athletes, FIFA 11 offers Personality+ true player authenticity through an all new feature that sees individual abilities reflected in the game.

Besides Personality+, there are many new features in EA FIFA 11 which make it one of the most realistic and highly rated videogames to ever hit the market. It was made by soccer fans for soccer fans, and generates the heart-pumping excitement and on-field action that feels like you're playing a real soccer game. Throughout each of the tour stops our educated staff are on-site to answer questions, engage fans and most importantly get people of all ages excited about soccer.

EA FIFA 11 –Tour Interaction

Each vehicle is equipped with 15 PS3 Slim gaming stations to minimize wait time, but also, our engaging staff will be distributing Adidas-branded, EA FIFA 11 T-shirts to fans. In addition to each on-location promotion, the entire tour will be supported by an integrated marketing campaign, including live Twitter feeds, Facebook fan page updates, Sony e-blasts and more, that will enhance the tour. Eager fans can join the excitement and help build buzz around every tour stop.

