

Mirror Group Launches Standalone Football Website



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The Mirror Group has launched a new standalone site which will display thousands of stunning never-seen-before images of Britain's most iconic football moments.

The launch, which coincides with the new football season will set a new standard for football coverage online.

Combining the latest [Premier League](#) updates, club-by-club breaking news, with the sharpest views in the sport, MirrorFootball.co.uk provides up to date [football news](#) as the season unfolds.

At the heart of this major new website, for the first time ever fans can now access hundreds of thousands of images from the archives of Mirror Group's stable of national titles.

Many of the photographs to be released online at MirrorFootball.co.uk have never been seen before, including remarkable shots of Sir Alf Ramsey's England in training the day before the 1966 World Cup Final, rare behind-the-scenes photos of Manchester United and Liverpool's great European triumphs, and newly-discovered pictures of iconic figures - from Dixie Dean to Bill Shankly, Billy Wright to Bobby Moore, George Best to Paul Gascoigne.

Paul Hood, head of digital for Mirror Group said: "The Mirror has been at the forefront of covering football since 1903. Now we're about to lead the way online.

"Not only will fans enjoy the absolute best in reporting and opinion of the modern game, but they will be staggered by the depth of content going back more than a century: breathtaking images of the most famous moments in football. MirrorFootball.co.uk will be a bookmark-must for every fan. For advertisers, [Mirror Football](#) represents a truly unique platform - the opportunity to reach a hugely engaged and receptive audience - to advertise within the most exclusive football image archive in the world."

As well as a huge archive of rare and previously unseen [football pics](#), the new Mirror Football site contains video interviews with football stars, a dynamic match centre updated minute-by-minute with a wealth of data and breaking stories, and web-exclusive content produced by some of the best sports journalists and columnists in the country, including Stan Collymore, Mark Lawrenson and Oli Holt.

Mark Hollinshead, managing director of Mirror Group Newspapers, said: "Our firm intention is to fully capture the passion of football and its fans. MirrorFootball.co.uk will be a uniquely engaging website and an instant smash hit with a very broad and knowledgeable audience."

Mirrorfootball also incorporates a brand-new dynamic and engaging weekly [fantasy football](#) game: Mirror Fantasy Stakes allows users to set up mini-leagues to challenge their mates to pick the dream fantasy team, weekend by weekend.

The site, launched on 7 August 2009 was developed in conjunction with Liverpool based creative agency Rippleffect.

About **Mirror** **Football:**
Mirror Football is a dedicated website produced by Mirror Group Newspapers

Mirror Group Newspapers is owned by Trinity Mirror plc, one of the UK's largest newspaper publishers, with an award winning portfolio including five national newspapers, over 120 regional newspapers and 400 plus digital products.

The Group employs over 7,000 people in more than 85 locations across the UK, including nine printing sites. The group's strategic goal is to build a growing multi-platform media business, by developing and sustaining strong positions across print and digital, with products and services which meet the needs of its customers, both readers and advertisers.

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