

## **MEDIA RELEASE**

### **LINKIN PARK to headline UEFA Champions League Final Kick Off Show by Pepsi®**

*Iconic global superstars set to electrify the Munich Football Arena with a setlist representing the best of their legacy, past and present*

Legendary rock band LINKIN PARK will take to the stage ahead of the most anticipated club match of the season on 31 May at the Munich Football Arena when they headline the 2025 UEFA Champions League Final Kick Off Show by Pepsi®.

LINKIN PARK recently made a triumphant return to the spotlight with the release of FROM ZERO – their first new music in seven years – and will delight fans across the globe in the build up to kick-off with a set list combining a tribute to their past as well as showcasing their new musical direction.

To mark the occasion, the group have composed and recorded a new remix – blending their iconic riffs with the sights and sounds of the UEFA Champions League – that they will debut live to millions of fans ahead of the world's most-watched annual footballing event on what is sure to be an unforgettable night.

**Guy-Laurent Epstein, Co-Managing Director, UC3:** “This year’s UEFA Champions League Final Kick Off Show presented by Pepsi promises to be a spectacular moment, with one of the world’s most iconic rock bands performing live just minutes before the biggest match in European club football. Together with Pepsi, we’re proud to continue enhancing the fan experience – both in the stadium and for millions watching around the world – with unforgettable entertainment on and off the pitch.”

**Speaking about the opportunity to perform ahead of European football's showpiece event, LINKIN PARK said:** “With our new album and ongoing tour, we’ve been overwhelmed by the fans’ energy and excitement. We can’t wait to share that same energy and excitement at the UEFA Champions League Final Kick Off Show presented by Pepsi. This marks a totally new experience for us as a band, and we’re excited to share some of our favourite songs from the past and present, with the thousands in the crowd and millions watching around the world”

#### **About UC3**

UC3 unites European football’s governing body UEFA and the European Club Association (ECA), representing more than 700 top European clubs, around a new vision for managing commercial rights to UEFA club competitions (the “UCCs”). It is the commercial entity responsible for generating revenues from the UCCs and creating value for our partners. UC3 oversees the management, sales and delivery of all commercial rights (including media, sponsorship and licensing rights) for UEFA’s elite men’s and women’s club competitions.

**Eric Melis, VP of Global Brand Marketing - Pepsi at PepsiCo:** “We are proud to announce that one of the most influential rock bands of the 21st century will be headlining this year’s UEFA Champions League Final Kick Off Show presented by Pepsi. This marks our ninth year bringing together millions of viewers from around the world, with LINKIN PARK sure to put on a show like no other, live from the Munich Football Arena. We’re delighted to be working with a group of artists who live by our ‘Thirsty For More’ philosophy, reflecting the same spirit of innovation and boldness that Pepsi embodies - and we can’t wait to see how fans react to this unmissable show.”

Broadcast all over the world, fans will be able to tune in to watch the performance via their [local broadcaster](#) and [UEFA.com](#), as well as on the official [UEFA YouTube channel](#).

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