

2011/12 Barclays Premier League fixtures announced

Today's announcement of the [2011/12 Barclays Premier League fixtures](#) was one of the most eagerly awaited dates in the football calendar.

Fans around the world will now be focusing on who their team will face on the opening day of the season, derby matches where local pride is at stake and potential title deciders.

While current champions Manchester United start their title defence against West Bromwich Albion, newly promoted Swansea will make history in their opening day match. When they face Manchester City at Eastlands they will become the first ever Welsh team to play in the Barclays Premier League.

Barclays are undertaking an extensive programme of media activity to support the announcement and deepen brand association with the most exciting league in the world.

Former players Sol Campbell, Ray Wilkins, Chris Coleman, Dion Dublin, Roberto Di Matteo and Efan Ekoku will be representing Barclays in a series of media interviews. They will be talking about key fixtures for their respective former clubs to broadcasters including BBC, Sky, CNN, Bloomberg and ESPN.

The Barclays Premier League trophy will also appear, with Barclays branded ribbons, in TV programmes covering the fixtures announcement. This will deliver high value exposure for the Barclays brand by reaching a global audience of millions.

Fans will now be counting down the days until the new season starts on Saturday, 13 August.

