



10.00am Sat 12th Dec 2005, Auckland City Central.

Coinciding with the Fifa World Cup draw in Leipzig we launched the adidas 2006 +teamgeist World Cup matchball.

A world first event, in front of New Zealand's biggest ever billboard which saw a reverse bungee transformed into the new +teamgeist matchball.

As a match commentary is relayed over loudspeakers two people are strapped inside the ball. Then, just as Liverpool and England striker Steven Gerrard strikes the ball, the reverse bungee football is blasted into the air.

Whereupon the screaming occupants get to experience what it's like to 'be the ball' when it's struck at 170km/h.

When the ride is finished the stunned occupants get an in-ball DVD recording of their experience complete with the three year story of the new ball.

The event runs for three weeks and the purchase of a matchball qualifies you for the ride of your life.

IMPOSSIBLE IS NOTHING. 