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For immediate release

## **FIFA Women's World Cup 2023™ Trophy Tour is coming to Broome**

The **FIFA Women's World Cup 2023™** Original Trophy is set to tour iconic locations across Western Australia including Broome from July 7-10 ahead of the tournament's much-anticipated kick-off on July 20.

The Tour comes ahead of the biggest tournament of its kind in history, with 32 teams competing for the Trophy in 64 games over July and August across nine host cities in Australia and New Zealand.

The FIFA Women's World Cup 2023™ Trophy will visit Perth on Friday, July 7, Busselton on Saturday, July 8, Kununurra on Sunday, July 9, and Broome on Monday July 10, as part of its wider tour across all participating nations and host cities.

Once in Broome on Monday, the Original Trophy will be on display at Cable Beach from 3.30pm to 5.30pm, where fans can view it up close, enjoy football activations and entertainment and meet inspiring sporting heroes.

Guests will include Lia Lewis, Female Football Freestyle world champion and social media sensation, who will be there as part of the 'Going Beyond' Trophy Tour campaign.

Lia has created a series of Skills Drills – football skill tutorial videos challenging participants to improve their skills, show support for their country, share their content on TikTok and collect trophies.

In her role as Skills Coach, Lia provides a spotlight for women and girls who are showing their skill and creativity, whether they are beginners or experts.

The event is free and open to the public.

"Shire of Broome President Cr Desiree Male said she was delighted to welcome the Trophy Tour and encouraged fans to join the festivities.

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Shire of Broome

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[www.broome.wa.gov.au](http://www.broome.wa.gov.au)

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"This is a once-in-a-lifetime opportunity for our community to see the FIFA Women's World Cup 2023™ Original Trophy and get excited about Western Australia hosting some of the world's best players this year," Cr Male said.

"The eyes of the world will be on Western Australia, with the tournament to be broadcast to up to two billion people around the world, creating a huge opportunity to showcase our beautiful state to a massive global audience and drive future visitation.

Cr Male said the Shire will continue to work closely with Australia's North West and Tourism Western Australia to leverage the FIFA Women's World Cup 2023™ and highlight the wondrous tourism experiences available in Broome.

"This Trophy Tour is also a great way for local fans to inspire the next generation of female athletes in Broome as they watch the world's best female athletes play in their own backyard.

"We are proud to be part of this historic event and look forward to showcasing our beautiful town to the world."

For more information on the FIFA Women's World Cup 2023™ Trophy tour in Broome, visit [fifa.com/trophytour](http://fifa.com/trophytour) and [westernaustralia.com/fwwc2023trophytour](http://westernaustralia.com/fwwc2023trophytour).

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