



Press Release

Estadio Movistar LALIGA Kicks Off a New Season Across Spain with New Urban Activations Bringing Football to the Streets

- After attracting nearly 300,000 attendees across its four editions, Estadio Movistar LALIGA kicks off a new season by introducing outdoor activations that bring the passion of football beyond the stores and closer to fans.
- This weekend, Málaga will host the launch of the new edition, combining open-air activities with experiences at the city's Movistar store, including player meet-and-greets, skills challenges, prize draws and giveaways for attendees
- Visitors will have the chance to enter a draw to win tickets to a Málaga CF match and a jersey signed by the entire team.

Madrid, September 4, 2026.- Movistar and LALIGA continue to strengthen their initiative to bring football closer to fans through a new edition of Estadio Movistar LALIGA, which for the past four years has transformed Movistar stores into meeting points where football supporters can connect with some of the biggest stars in the game.

During this time, nearly 300,000 people have taken part in the various experiences organised as part of the initiative, giving them the opportunity to meet their sporting idols, take photos with them, collect autographs, enter draws for signed jerseys and match tickets, and enjoy a range of football-themed giveaways.

As the main new feature of this edition, Estadio Movistar LALIGA will, for the first time, extend part of its entertainment offering beyond stores and into open urban spaces in selected cities on the roadshow, creating football-themed experiences that any fan can enjoy free of charge. This initiative forms part of Movistar's commitment to providing more and better services for its customers by offering unique experiences that combine technology, innovation and entertainment, as part of Telefónica's social and cultural commitment.

In addition, as in previous years, the Movistar store network will continue to be one of the main hubs of the project, which brings together innovation and football while offering visitors interactive experiences and digital activities designed for fans of all ages.

In this way, the company further reinforces its purpose of becoming the best gateway for citizens to access digital technologies, bringing innovative solutions and experiences closer to people through accessible and welcoming spaces.



Málaga Kicks Off the Tour

The first of these experiences will take place in Málaga on 5 and 6 September, at Avenida de Andalucía 4-6, next to El Corte Inglés. A themed area will be set up where football fans of all ages can enjoy a range of football-related activities.

Visitors will be able to test their skills in the precision shooting challenge, measure the power of their shot in the speed kick challenge, take part in a reflex test, or have their photo taken in the Flash Interview area. The experience will conclude with a prize wheel offering official LALIGA merchandise and other giveaways.

In addition, on 5 September, the activation will feature a special appearance by Nacho Monreal, a LALIGA *legend*, who will visit the venue and meet with members of the media.

The experience will continue on 9 September at the Movistar store located at Avenida de Velázquez 49 in Málaga, with an autograph-signing session featuring Málaga CF players Carlos Dotor and Eneko Jauregi. In addition to meeting the players, attendees will have the chance to enter a draw for tickets to the Málaga CF vs. Villarreal CF match, win a jersey signed by the entire Málaga CF squad, and receive a variety of gifts simply for attending the event.

Following Málaga, Estadio Movistar LALIGA will continue its tour with new stops in A Coruña on 19 and 20 September and Santander on 26 and 27 September. Both cities will also host subsequent activities and events linked to Movistar stores.

Málaga, A Coruña and Santander are the first three stops on a roadshow that will continue throughout the season. Through this new edition, Movistar and LALIGA reinforce their commitment to delivering unique experiences, bringing football closer to cities and consolidating the initiative as a benchmark for enjoying the passion of the sport beyond the competition itself.

Further information about Estadio Movistar LALIGA is available at:
estadiomovistarlaliga.movistar.es.