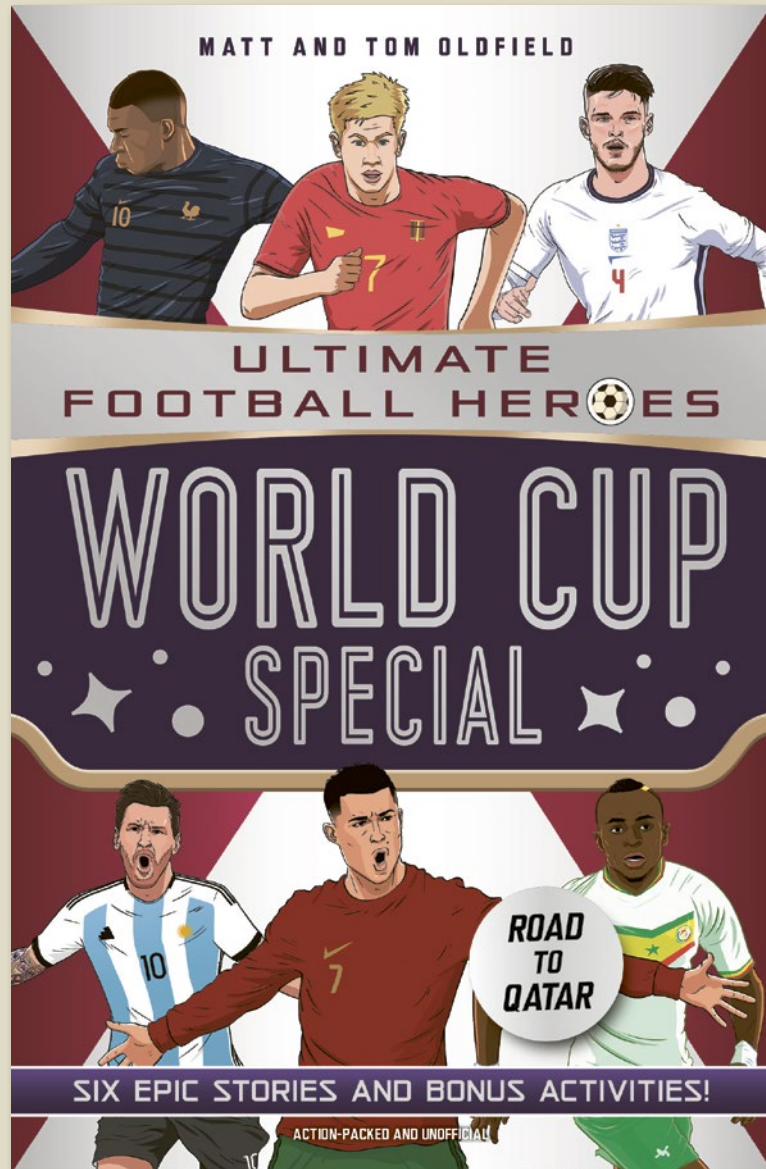


# World Cup Special (Ultimate Football Heroes)



## Road to the Qatar World Cup 2022

- With the 2022 Qatar World Cup on the horizon sales potential for this highly collectible series is extremely high, and this books will be given special, limited edition branding (foiling) to tie in with the tournament.
- This special edition brings together the stories of six of the world's most high-profile players on their road to the tournament AS WELL AS including puzzles, fun facts and activities at a larger 224pp extent.
- With an average live audience of 517 million viewers during the 2018 World Cup final between France and Croatia, the world's attention will be on this tournament.

