

27 FEBRUARY 1900







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Christian Eichler

# FC BAYERN

## 125 YEARS

## MIA SAN MIA

PRESTEL

Munich · London · New York



*Einhundert  
FünfundZwanzig*

Herber Hainer · President  
Jan-Christian Dreesen · Chief Executive Officer

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Christian Eichler

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# DEAR BAYERN!

## 125 Years of FC Bayern – *Mia san mia* means togetherness

**W**hat would the young men who founded FC Bayern in Café Gisela in Schwabing on 27 February 1900 think of this club today? They loved football, wanted to devote themselves to this new sport, left the men's gymnastics club and went their own way – a group of personalities who looked to the future, who wanted to make a difference. Much of what characterises FC Bayern to this day – all of it, in effect – is still marked by the spirit of the meeting in Café Gisela. Our club has constantly developed – and nevertheless succeeded in keeping its core values at all times.

FC Bayern stands on three immovable pillars: sporting success, financial solidity and social responsibility. The basis for all of these pillars are its members, whose numbers are approaching the magic figure of 400,000 in this proud year of the club anniversary. FC Bayern is the sports club with the largest membership in the world, and its enormous support shows that it reaches the hearts of people both here in our home region of Bavaria and also across the whole world by setting benchmarks and guidelines. The decisive point that distinguishes us from international competitors is that FC Bayern has never sold its soul. We can all be proud of that, and we must stay on this path. *Mia san mia* – we are who we are.

FC Bayern is a home, a family. And in this club, with our members, we have everything that we need to grow together. “*Mia san mia*” means togetherness, and in a world confronted by divisive forces that are enemies of democracy, in which people wonder who is still able to organise

togetherness at all, our FC Bayern fulfils precisely this task: connecting people, communicating and living the idea of community.

Our club has always had a good compass. And it has guiding stars that it can follow. It is a task for all of us to continue developing the club in the spirit of personalities such as our Jewish president Kurt Landauer, who returned from exile after the end of the Nazi dictatorship and remains to this day a role model for reconciliation, and of personalities like Franz Beckenbauer, Uli Hoeness or Karl-Heinz Rummenigge – and in the spirit of the young visionaries who took a decision in Café Gisela that led to the unique success story called FC Bayern Munich.

Beneath club president Herbert Hainer (left) and chief executive officer Jan-Christian Dreesen (right) is the founding document of FC Bayern, which initiated a unique success story on 27 February 1900 in Café Gisela in the Schwabing district of Munich.



Herbert Hainer  
President



Jan-Christian Dreesen  
Chief Executive Officer















































