
UEFA marks fight against discrimination

This year, the UEFA EURO 2016 qualifying matches ('European Qualifiers') and the matches in the UEFA Champions League and UEFA Europa League offer a high-profile platform for the campaign against discrimination in football. At stadiums throughout Europe, and with the support of many players from across the world, the message will be conveyed that racism, discrimination and intolerance can have no place in the game. UEFA is giving its full support to Europe's largest anti-discrimination campaign – the Football People action weeks, organised by UEFA's long-standing partner in the fight against racism, the FARE network.

From 9 to 22 October 2014, at 40 matches across UEFA's prestigious club competitions and at 54 European Qualifiers, UEFA's commitment to ensuring that European football is free of racism, intolerance and xenophobia will be emphasised through a series of activities which will be witnessed by thousands of fans in the stadiums, and millions more on television.

'No to Racism' TV spots played on the stadiums' giant screens, as well as special announcements made over stadium loudspeakers and print advertisements, will encourage fans to join the UEFA family in its call to say no to racism in football. Every team will also be accompanied onto the pitch by children wearing 'No to Racism' T-shirts, and captains will be asked to wear a 'No to Racism' branded armband. The same TV spot is also provided to European rights-holding broadcasters for airing during the half-time interval.

"UEFA is committed to tackling any form of discrimination in football, and we encourage football fans to join us in our efforts to value respect for players, officials, opponents and fellow supporters of all nationalities, religious backgrounds, sexual orientation and ethnic origins. For over 10 years, we have worked alongside the FARE network and will continue to strive towards unity in football," said UEFA President Michel Platini in support of the campaign.

UEFA's commitment will continue before and after the Football People weeks. All matches this season in the UEFA Champions League, UEFA Europa League, and for the first time in national team matches, through the European Qualifiers, will have a 'No to Racism' presence. Via stadium boards, the 30-second TV spot or during the line-up ceremony, the message will continue to be spread across over 500 televised matches in the next nine months.

Events are taking place during the Football People action weeks in over 40 different countries involving 400 grassroots groups across Europe. The activities include workshops, round-table discussions and mini-football tournaments and involve fans, clubs, national associations, ethnic minority groups and youth organisations.

To learn more about the FARE action weeks activities, please visit www.farenet.org

NO TO RACISM

