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UEFA EURO 2008™ under the banner of respect

Vienna – At the workshop for the 16 associations participating in UEFA EURO 2008™, UEFA President Michel Platini today presented the “Respect” programme for the tournament. “Respect can be used as an umbrella term for lots of different initiatives,” Platini explained. “It is a meaningful word that is readily understood in many languages.”

Through this year’s European Football Championship final round, UEFA is supporting five social projects to the tune of CHF 3.45 million (EUR 2.2 million). Each project is dedicated to a specific target group – be that school children, fans, or disabled people. In addition, the word respect will be put forward time and again during the tournament via initiatives such as “Respect your opponents”, “Respect the opposition’s national anthem”, and “Respect the referees”. The respect logo will be visible on every shirt and every drinks bottle.

With the slogan “Football for all”, people with disabilities are to be given the opportunity to demonstrate their sports skills before a broad public. “We want to show these people the respect they deserve,” said Platini. Before each quarter-final match, international disabled sports groups – people with learning disabilities (Special Olympics), people with paraplegia, people with cerebral palsy and blind people – will compete in football matches.

The “Respect diversity” theme also runs through the Unite Against Racism project. Unite Against Racism is an awareness campaign that incorporates various activities before and during the tournament, peaking at the semi-finals. The project’s profile will be given an added boost by Hublot, a national supporter in both host countries. “A sponsor making available its advertising space, that is unique. We are delighted that Hublot is supporting us in our campaign against racism,” the UEFA president added. The Unite Against Racism logo will be displayed not only on the perimeter boards in the stadiums, but also on the captains’ armbands and on the kits of the ball boys and girls, the stewards and the substitutes.

UEFA is also backing the following social projects:

- The International Committee of the Red Cross is the official UEFA EURO 2008™ charity partner. The contribution that UEFA makes, under the slogan “Score for the Red Cross”, will depend on the number of goals scored (EUR 4,000 per goal). Private donations can be made at www.scorefortheredcross.org.
- EUROSCHOOLS2008 is the official UEFA EURO 2008™ schools project. Schools in Austria, Switzerland and Liechtenstein have become ambassadors to the 53 UEFA member nations in a fitting project for the European Year of Intercultural Dialogue.
- Fan embassies will be set up in all eight host cities to serve as special information and contact points for supporters.

For further information, contact

Euro 2008 SA, Media Desk:

Tel.: +41 (0)22 707 2001

Email: media@euro2008.com



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