

Match Day Against Hunger

OCTOBER 2010



More than one billion human beings are currently suffering from hunger worldwide. To raise awareness about this dramatic trend, the Association of European Professional Football Leagues (EPFL) has joined forces with the Food and Agriculture Organization of the United Nations (FAO) at the forefront of the fight against hunger.

On the occasion of last year's "Match Day against Hunger" weekend, held in the European stadiums on 20-22 March 2009, hundreds of professional football matches across Europe have been dedicated to raise awareness about this growing problem. Among several initiatives, "Professional Football Against Hunger" banners, t-shirts worn by the players entering the field and screenings of videos of TeleFood projects were seen in the stadiums of the European Professional Football Leagues at the centre of this awareness Campaign.

The initiative had an outstanding impact in raising awareness to sensitize football fans and the whole public opinion about the devastating problem of hunger. Hundreds of Media all across Europe covered the Campaign with great interest and sense of responsibility.

The match weekend occurred within the scope of the Cooperation Agreement signed between both organizations and followed the launch of the humanitarian campaign "Professional Football against Hunger," on occasion of the celebration of the World Food Day at

FAO headquarters in Rome.

Within the same context, on January 2009, a high-level delegation of EPFL Executive and football players of EPFL from Italy, Germany, Spain and Portugal visited micro projects in Egypt, as part of the preparations for the EPFL/FAO Professional Football anti-hunger match weekend. EPFL senior officials and eminent football players from Italy, Germany, Spain and Portugal had to opportunity to see projects designed to improve the nutrition and livelihoods of vulnerable women and children, and to train youngsters in pesticide-free crop production techniques.

The group included the EPFL Chief Executive Officer, Emanuel Macedo de Medeiros, and the Campaign Co-ordinator Alberto Colombo, the President of the Spanish League and EPFL Board member, José Luis Astiazarán, the Chief Marketing Officer of the German Football League and President of the Bundesliga Foundation, Tom Bender, and the Director of the Spanish League Foundation, Olga de La Fuente. they were joined by the 1982 World Champion Paolo Rossi (Italy – Ambassador of the Lega Calcio), the former German football star Hansi



We are very proud of our League's ability to generate economic development, employment and progress in many areas. But we have also a very strong social conscience. That's why the EPFL and member Leagues have joined FAO at the forefront of the fight against hunger. United, we can make the difference.

Emanuel Macedo de Medeiros,
Chief Executive Officer of the EPFL.

Müller (Germany – Ambassador of the Bundesliga), and the coach of the Al-Ahly Football Club, Manuel José (Portugal – Ambassador of the Portuguese League), four times champion of the African Champions League.

The entire project was backed up by a donation campaign organised by FAO to support its TeleFood projects. This grassroots approach to alleviating hunger will finance micro-projects designed to provide immediate and lasting solutions to poor families and communities and enable them to produce their own food.

To date FAO has developed more than 2,700 TeleFood projects in 130 countries. Team supporters were invited by FAO to participate and make donations through SMS and online fundraising for FAO's TeleFood projects.

Aimed at raising awareness about the urgent need to fight hunger and poverty, exacerbated by the current economic crisis, the funds raised during the football weekend will help to finance anti-hunger micro-projects around the world.

European football greats Raúl Gonzalez, Paolo Rossi, Hirsto Stoichkov, Hansi Müller and Fernando Couto are among the many football stars who supported or played during that weekend's in leagues' matches dedicated to raising awareness of this shocking problem. Hansi Müller, Ambassador of the German Bundesliga and Paolo Rossi, Ambassador of the Italian Lega Calcio who visited some of these projects in Egypt, as part of an EPFL delegation, are convinced of the positive impact of these small scale projects on poor rural people.

This year, the successful initiative of

the Match Day against Hunger will take place in October, in conjunction with the organisation of the World Food Day in October, which, on this particular year, will celebrate its 30th Anniversary.

In this way, the "Professional Football Against hunger Campaign" will become one of the major initiatives of the main annual FAO Celebration Event, properly linked to the activities of the EPFL Social Partner and taking advantage of the higher exposure and attention that Media, Governments and general public give to this important official day of the UN Calendar. Following its success in 2009, the Match Day Against Hunger will involve again the EPFL-Member Leagues with a series of initiatives to be implemented in and out of the pitch in the selected weekend.

**PROFESSIONAL FOOTBALL
AGAINST HUNGER**



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