



PRESS RELEASE

13th October 2013

Football Against Racism in Europe fortnight 15th – 29th

Show Racism the Red Card, in conjunction with the Football Association of Ireland announces Details of Football Against Racism Fortnight

Irish football clubs, players, officials and supporters will place a heavy emphasis on tackling racism over the coming weeks to mark the FARE (Football Against Racism in Europe) fortnight of action.

The FARE fortnight runs from 15th to 29th October. The annual UEFA initiative is a Europe-wide event, which sees an anti-racism message promoted at Champions League games, as well as actions instigated by national football associations.

Details of FARE activities taking place in Ireland were announced today (13.10.13) by the Football Association of Ireland (FAI) and the anti-racism education charity Show Racism the Red Card.

Highlights of the fortnight will include a multicultural procession of children accompanying players onto the pitch for the forthcoming Ireland v. Kazakhstan game, as well as the unfurling of giant anti-racism banners during various international and Airtricity League games by football supporters. In addition, FAI Development Officers will deliver Show Racism the Red Card workshops to children in over 100 schools, reaching an anticipated 6,000 young people over the course of the two weeks. Clubs and community groups at grassroots levels will also promote the importance of tackling racism.

Announcing the programme of activities today, Garrett Mullan, Coordinator of Show Racism the Red Card, said: "Unfortunately, racism is an issue in Ireland, but football and the role model status of its top stars are powerful vehicles for promoting tolerance and integration.

"There is a huge amount of activity planned for the FARE fortnight. We are delighted that individual footballers, as well as clubs at all levels, and – of course – the FAI – have lent their support to the FARE initiative. If young football fans get the message from all quarters that racism will not be tolerated in this sport, it is likely to have a very positive impact in future years."

Also speaking today at the announcement of the programme of events was Des Tomlinson, Intercultural Coordinator with the FAI. "FARE fortnight is supported by UEFA and involves actions against racism not only in Ireland but throughout the game internationally. Football has the potential to be a powerful driver in promoting integration and there can be no place for racism within the game," he said.

football people

FARE action weeks 2013 | 15 – 29 October 2013 | www.farenet.org





Details about FARE week in Ireland are available here <http://theredcard.ie/news/?p=1751>
Ends

Contact: Garrett Mullan, Coordinator, Show Racism the Red Card, Tel: 086-3927650

Notes to Editors:

Photographs

Sportsfile has been commissioned to cover this launch, and will be issuing photographs to all picture desks on Sunday afternoon.

About Show Racism the Red Card

Show Racism the Red Card was founded in the UK in 1995, with a £50 donation from Newcastle United's Shaka Hislop. The Irish branch was established in 2006. The aim of Show Racism the Red Card is to harness the high profile of sportspeople to combat racism. The organisation works to produce anti-racism educational resources, and to educate young people through workshops, summer camps and coaching activities. Further information is available at: www.theredcard.ie.