



Football against Racism



#EqualGame



UEFA's #EqualGame Campaign



#EqualGame is UEFA's campaign to promote its vision that everyone should be able to enjoy football. The campaign promotes diversity, inclusion and accessibility in football and wishes to increase public awareness of the ways in which football can be played and enjoyed, by underlining football's capacity as a powerful unifying social force.

The campaign, officially unveiled in Monaco in August 2017, is uniting football's stellar names and grassroots players as it strives to put across the clear message that the game is open to all – irrespective of, for example, ethnicity, age, gender, sexual orientation and religious beliefs. It has successfully made its mark in promoting the key ethos that football is a game that is absolutely equal for all – removing any barrier that might prevent people from joining and enjoying the sport.

#EqualGame has come to life through video productions, the written word and photos across UEFA's communication channels. A dedicated campaign website contains a wealth of content, also available through UEFA.com, and different social media platforms are bringing the campaign into sharp focus in a modern, contemporary fashion.

By clicking on the following link you may find video testimonials against racism by famous football personalities: <https://www.uefa.com/returntoplay/equalgame/>

Source: <https://www.uefa.com/insideuefa/sustainability/activities/024c-0f8e66b06174-f9e979d2ddf1-1000--equalgame-football-is-open-to-everyone/>

