



Press Release  
N. 114

9th March 2023

## "KEEP RACISM OUT"

**AGAINST RACISM. TOGETHER. EVERYWHERE.**

*On the occasion of the 26th and 27th Serie A matches, numerous initiatives dedicated to the fight against racism and all forms of discrimination will be promoted*

Lega Serie A and UNAR (the Italian Office against Racial Discrimination of the The Presidency of the Council of Ministers) once again take the field with the "Keep Racism Out" awareness campaign to fight racism and all forms of discrimination, not only in the world of football and sport, but "Together. Everywhere".

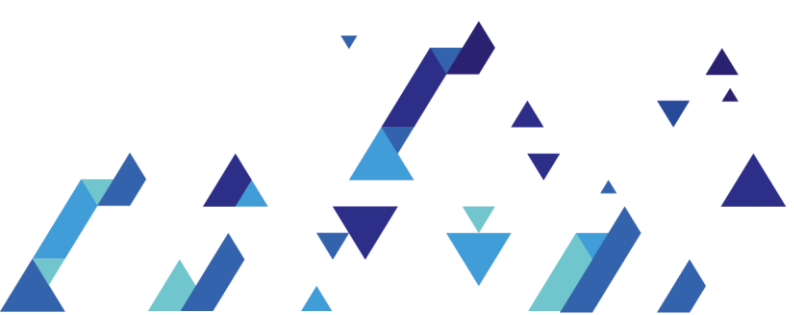
"Keep Racism Out. Together. Everywhere" is, in fact, the message of the 2023 edition of the campaign, which aims to extend its borders and take a strong stand against racism also outside the world of football.

The initiative will be promoted on all Serie A pitches, on the social channels of Lega Serie A and of the 20 clubs on the occasion of the 26th and 27th Championship Round, alongside the 19th Week of Action Against Racism (20-26 March 2023).

In each stadium, the ball podium, the line-up arch in front of which all teams will line up and the substitution board will be customised with the initiative sticker. In addition, the captains will wear the day's symbolic armband and the 'Keep Racism Out' patch will be applied to the right sleeve of all players' shirts. In the pre and post-match phases, coaches and players who present themselves at the microphones for the ritual interviews will wear the campaign sticker on their jackets, and a dedicated graphic will be shown on television during the pitch draw.

The new "Keep Racism Out" video will be launched on the @SerieA social accounts. In the video, the iconic jersey of the campaign is passed from one testimonial to another and worn, repeating the message "Keep Racism Out. Together. Everywhere". In closing, there will be a symbolic choral image of talent from different sectors (sport, TV, cinema, web, publishing, etc.) who, together, will represent the big "Keep Racism Out" team.

The protagonists of the video are former footballer **Alessandro Matri** and show-girl **Federica Nargi**, writer **Nadeesha Uyangoda**, lawyer **Chaimaa Fatihi**, actor **Marlon Brandao**, athlete **Danielle Madam**, journalists **Giorgia Cenni** and **Tommaso Turci**, football influencers **Lisa Offside** and **Alex Cizmic**, as well as all the casters of the eSerie A TIM and the extraordinary participation of TikTok star **Khaby Lame**.





The video will be published on the social channels of Lega Serie A and the 20 Clubs, and will be broadcast on the big screens of the Serie A stadiums from the 26th Championship Round until the end of the season.

*"Fighting racism is the mission of our 'Keep Racism Out' campaign, and the next two championship rounds will be dedicated to it. In all stadiums, on the social platforms of Lega Serie A and our Clubs numerous initiatives will be promoted to raise awareness among millions of football fans, and not only that, as everyone must understand how important it is to fight against all forms of discrimination - said **Lorenzo Casini**, President of Lega Serie A -. This year, with the third edition of 'Keep Racism Out', we aim to bring our message also outside the football world. I want to thank the professionals, testimonials from different sectors, who have embraced this cause and are at our side to fight racism and to promote fundamental principles such as respect and equality. Football and sport in general are and must always be an instrument of integration and inclusion".*

*"The new edition of the Keep Racism Out. Together. Everywhere, which is part of the XIX Week of Action Against Racism, strengthens the virtuous path undertaken with the Lega Serie A since a few years, to raise public awareness and fight any kind of discrimination in sport at all levels and in particular in football - declares **Mattia Peradotto**, UNAR coordinator -. Isolating and punishing the violent and condemning episodes that have nothing to do with the values of agonism and supporting is our common target. We would like to build a model of sports practice based on respect for all diversity, which always represents an asset and an opportunity for individual and collective growth".*

Among other planned initiatives, the official 'Keep Racism Out' kit will be launched from Thursday 16 March within the FIFA Ultimate Team™ (FUT) mode of the world's biggest sports video game franchise, EA SPORTS FIFA 23. Players around the world will be able to obtain the special uniform with the dark blue and light blue colours of the Lega Serie A, the 'Keep Racism Out' logo and the red stripe on the front of the jerseys, and use it for their team in the game.

*"EA SPORTS are proud partners of Lega Serie A and their Keep Racism Out initiative which aims to fight racism in football and wider society – said **Chris Bruzzo**, Chief Experience Officer at EA -. We're pleased to introduce this bespoke kit and provide a platform for fans to carry the message further and show their support within the game".*

