



FOR IMMEDIATE RELEASE

LEAGUE SERIE A AND THE ICSS COME TOGETHER FOR "SAVE THE DREAM" DAY

Milan: April 11, 2014: "Save the Dream", a global campaign run by the **International Centre for Sport Security (ICSS)** and **Qatar Olympic Committee (QOC)**, today launched a new collaboration with the League SERIE A to promote sport integrity to young people around Italy.

The objective is to raise awareness about the need to educate young people about the ethics and values of sport, as well as raising awareness of the role and work of the "Save the Dream" project.

"Save the Dream" is supported by an "Athletes Integrity Panel", captained by **Alessandro Del Piero** - an example of a champion who is much-loved around the world, thanks to a hugely successful career founded on determination, professionalism and respect for the rules, as well as for the opponents, on and off the field of play. **Penny Heyns**, Olympic swimming champion, and **Giusy Versace**, para-athlete and Italian champion, are among the other ambassadors supporting the programme.

"Save the Dream" will feature in matches in ten cities (Reggio Emilia, Rome, Bologna, Verona, Livorno, Naples, Genoa, Turin, Milan, Udine) on match day 14 of League SERIE A, which takes place over 12th, 13th and 14th April 2014.

Before kick-off, audio messages and video clips will be played in the stadiums to promote the "Save the Dream – for ethical sport" campaign. At the same time, children will enter the field of play wearing bibs and carrying a dedicated banner. Team coaches will also express their support by wearing "Save the Dream" badges - the symbol of the campaign.

Mohammed Hanzab, President of the ICSS, said: "Save the Dream is a global campaign that aims to educate, promote and protect the core values and integrity of sport for young people. It works with youth, and for youth, towards a sport free from corruption, violence and discrimination. We are honoured to be working with League SERIE A, to promote sport integrity among the young people of Italy. It is only by working together that we will be able to safeguard sport and its core values for future generations."

ENDS

NOTE TO EDITORS

Matches taking place in the 14th round of League SERIE A are:

Saturday 12th April

Sassuolo vs Cagliari (6pm)
Roma vs Atalanta (8.45pm)

Sunday 13th April

Bologna vs Parma (12.30pm)
Hellas Verona vs Fiorentina (3pm)
Livorno vs Chievoverona (3pm)
Napoli vs Lazio (3pm)
Sampdoria vs Inter Milan (3pm)
Juventus vs Genoa (3pm)
AC Milan vs Catania (8.45pm)

Monday 14th April

Udinese vs Juventus (8.45pm)

BACKGROUND INFORMATION

About the International Centre for Sport Security (ICSS)

The ICSS is an international, independent and not-for-profit organisation. With an aim to improve security, safety and integrity throughout the world of sport; the ICSS works with governments, federations, clubs, leagues and event organisers.

The ICSS provides expertise, services and global knowledge - advising on event and venue safety, strategic security and investigations into corruption in sport.

For more details please visit: www.theicss.org

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