



FOR IMMEDIATE RELEASE

Save the Dream and Magnum Photos join forces to launch special photo project to promote sport values

First preview of the collection will be made at the Instituto Moreira Salles (IMS) in Rio de Janeiro on 3rd July

Doha/Paris; 29th June 2014: Save the Dream, a joint program of the International Centre for Sport Security (ICSS) and the Qatar Olympic Committee (QOC), and leading photographic agency, **Magnum Photos**, have announced a new initiative **"Magnum for Save the Dream"**, a large scale innovative photographic collection aimed at capturing and promoting the values of sport.

Through the initiative, Save the Dream and Magnum Photos will create a collection of over 50 stunning images taken around the 12 FIFA World Cup™ host cities that will provide a unique insight into the emotion, spirit and passion that young Brazilian people have for football and sport during the tournament, highlighting the ethos and vision of Save the Dream.

The project will be featured online as well as a magazine and a worldwide tour starting in Autumn 2014.

The first **"Magnum Photos for Save the Dream"** exhibition will be inaugurated in Rio de Janeiro at the end of the World Cup, in conjunction with the 'Offside Brazil' project, designed by Magnum Photos in cooperation with the Instituto Moreira Salles (IMS). A preview will be organised at IMS in Rio de Janeiro on **3 July 2014**.

Exhibitions will then continue at Alessandro del Piero's Gallery in Turin in September 2014, visiting several other cities around the world including London, New York and Doha.

Lorenza Bravetta, Head of Continental Europe, Magnum Photos, said: "We are delighted to cooperate with Save the Dream on this challenging project. Starting from Brazil, we will develop a global initiative using photographs to portray moments of humanity in sport and the passion for it. I hope that the images in this collection will remind us all of the need to safeguard sport and take care of its future."

Mohammed Hanzab, President of the International Centre for Sport Security and founder of Save the Dream, said, "Magnum Photos are one of the leading photographic agencies in the world and have already captured some of the most historic and powerful images from sport, culture and society.

"Their iconic images inspire and excite many people around the world and I hope this unique exhibition will shine a light on the positive emotions that sport can bring to a host nation.

"At Save the Dream, this exhibition will add to our existing work in Brazil and will hopefully further raise awareness about the important role that sport can play in the lives of young people."

ENDS



NOTE TO EDITORS

BACKGROUND INFORMATION

About Save the Dream

Save the Dream is an initiative of the International Centre for Sport Security (ICSS) and the Qatar Olympic Committee (QOC), supported by technology partner Ooredoo. Save the Dream works to empower youth and inspire societies towards a sport free from corruption, violence and discrimination in sport.

Save the Dream is supported by an "Athletes Integrity Panel" - a team of elite athletes captained by 2006 FIFA World Cup winner **Alessandro Del Piero** and Italian champion para-athlete **Giusy Versace**.

Save the Dream actively cooperates with United Nations bodies such as **UNESCO and UNICEF**, the sport movement, the scientific community, the business sector, civil society and youth organizations.

Protecting young people and combating violence, corruption and discrimination in sport is a shared responsibility and Save the Dream strongly promotes a multisectoral approach and working together on these issues.

About Magnum Photos

Magnum Photos (<https://www.magnumphotos.com/>) is a photographic co-operative of great diversity and distinction owned by its photographer-members. With powerful individual vision, Magnum photographers chronicle the world and interpret its peoples, events, issues and personalities.

Through its four editorial offices in New York, London, Paris and Tokyo, and a network of fifteen sub-agents, Magnum Photos provides photographs to the press, publishers, advertising, television, galleries and museums across the world.

The Magnum Photos library is a living archive updated daily with new work from across the globe. The library houses all the work produced by Magnum photographers and some special collections by non-members.

There are approximately one million photographs in both print and transparency in the physical library, with over 500,000 images available online.



For further information, please contact:

Will Shand
Head of International Media, ICSS
Will.shand@theicss.org
+974 333 416 55

Corinne Nguyen
Magnum Photos Paris – press department:
corinne.nguyen@magnumphotos.com
+33 (0)1.53.42.50.28