



FOR IMMEDIATE RELEASE

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IMPORTANCE OF PURITY OF SPORT FEATURED AT SUPER COPPA FINAL

Save the Dream promotes message of protecting sport at Super Coppa Final in Doha

Doha, Qatar; 22nd December 2014: The importance of protecting the dream of pure, fair and clean sport took centre-stage as Save the Dream used the global platform of the Super Coppa Final in Doha to promote sport values and issue a call to safeguard sport against the threat of violence, discrimination and misconduct in all its forms.

While Juventus and Napoli played out an enthralling match, Save the Dream made their presence felt by undertaking several match day activities in cooperation with Aspire Academy, Qatar Football Association and Lega SERIE A.

Children wearing Save the Dream colours escorted the players on to the pitch while banners and short films displayed in the stadium prior to kick-off and during half-time helped to promote the message of pure sport to a global audience. Players, coaches and prominent guests also expressed their solidarity by wearing Save the Dream badges, pins, caps and scarves in support of the campaign.

Save the Dream presented a specially-curated exhibition of the Magnum Photos with Save the Dream project at the Al Sadd stadium. The selected images form part of the collection "Noites do Brasil"; which includes over 100 stunning images taken by Magnum photographers in the streets of Brazil around the twelve 2014 FIFA World Cup™ host cities capturing the universal emotion, spirit and passion for sport.

The impetus for "Noites do Brasil" was sparked by an important initiative launched during the 2014 FIFA World Cup™ by Save the Dream, in partnership with UNICEF and Brazilian child protection authorities including the Secretariat for Human Rights. Titled 'It's in your hands to protect', the initiative encompassed a widespread outreach campaign designed to mobilize people on the fundamental right of every child to be protected from violence and discrimination in the context of major sporting events.

Mohammed Hanzab, President of the International Centre for Sport Security (ICSS) said:

"It is crucial to engage and inspire the next generation of young athletes and fans share with them the importance to safeguard sport against the threat of violence, discrimination and misconduct."

"With the Supercoppa final taking place in Doha for the very first time, this was an ideal platform to promote the positive ideals and values that sport can teach young people and to share this important message around the world.



"I would like to thank the QFA, Aspire Academy and Lega Serie A for helping to promote the values of sport and call on other organisations around the world to do the same."

Save the Dream is a joint programme of the International Centre for Sport Security (ICSS) and Qatar Olympic Committee that promotes and protects the core values of sport for young people at a global level.

Save the Dream has enjoyed a close cooperation with Lega Serie A. During the 2013-14 season, a campaign designed to promote the awareness of sport integrity among young people, was launched in 10 stadia across Italy.

ENDS

BACKGROUND INFORMATION

About Save the Dream

Save the Dream has been conceived by the International Centre for Sport Security and the Qatar Olympic Committee to promote and protect the core values of sport for young people at a global level. Save the Dream works to empower youth and inspire societies towards a sport free from corruption, violence, discrimination and any other misconduct.

In pursuit of these aims, several projects have been undertaken including educational workshops in schools across Qatar as part of the Schools Olympic Program; encouraging young sports fans in high schools across Italy through the programme Tifiamo Positivo/Let's Cheer Positively; partnering with UNICEF and child protection organisations in Brazil to protect children from violence and discrimination during major sporting events; and an innovative large-scale photography project in collaboration with Magnum Photos during the 2014 Football World Cup.

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 or follow us on twitter at **@the_ICSS**.

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