



13th April 2016

Save the Dream reunites with LEGA SERIE A and Centro Sportivo Italiano for third annual 'Save the Dream Week'

Save the Dream Week to raise funds for international sport volunteer programme with "Centro Sportivo Italiano".

Rome, Italy: 13th April 2016: Save the Dream, the global initiative that aims to promote and protect the values and integrity of sport in young people, has reunited with Centro Sportivo Italiano and LEGA SERIE A to return to Italy for the third edition of the annual Save the Dream Week.

Taking place on match day 33 of the 2015/16 SERIE A season, this year's Save the Dream Week builds on the success of the last two editions and will once again see Save the Dream work with Centro Sportivo Italiano (CSI) to raise funding and mobilize young people for its international sport volunteer campaign.

Both through joint or coordinated efforts, Save the Dream and CSI - which are already active in Brazil, Haiti, India, Albania and Cameroon - will use the contributions gathered during Save the Dream Week to deploy sport volunteers and ambassadors in several projects to empower children through sport all around the world.

Main fundraising tool will be Save the Dream Song composed and performed by the Senegalese Music Legend Youssou N'Dour. All revenues resulting from the downloading of the song will support sport projects in favor of children in need.

To help engage people across Italy to take part in the initiative, Save the Dream will host a range of activities during match day 33, including: audio messages and video clips featuring Save the Dream being shown in SERIE A stadia, children accompanying the players onto the field wearing Save the Dream logos, as well as dedicated on-field banners.

SERIE A managers will also wear Save the Dream pins during this weekend's matches to show their support for the campaign.

Speaking at a press conference today at Circolo Canottieri Aniene about Save the Dream Week, **Mohammed Hanzab, Founder of Save the Dream and President of the International Centre for Sport Security (ICSS)** said:

"Sport provides a unique platform to educate, encourage and inspire young people around the world and, following the success of the last two editions, I am delighted that Save the Dream Week will return to Italy to promote these important values and reach out to young people across the country and beyond.

"On behalf of Save the Dream and ICSS, I would also like to thank in particular CSI, Qatar Airways, Qatar Chamber, Serie A TIM and Shoes4Life for partnering with this year's event".



Massimiliano Montanari, Save the Dream Executive Director added: "We feel very proud for having created, also this year, a vehicle to bring sport and joy in the "outskirts" of the world. Making full use of our international network of sport volunteers, which thanks to the Save the Dream Week becomes every year bigger and bigger, we will implement new projects to inspire many more young people around the world through the power of sport and of its values."

Several activities involving high-profile organisations and sportspeople took place today to mark the start of Save the Dream Week, including a celebrity football match and awards ceremony.

In a significant gesture of support for Save the Dream's goal of promoting and inspiring young people through sport, the Italian Olympic Committee (CONI) also gave a special award to Nanjing 2014 Youth Olympic Gold-Medal swimmer **Simona Quadarella** and World Junior canoe champion **Simone Giorgi** to acknowledge their strong commitment to values of sport.

Other participants throughout the day included: **Mario Pescante**, IOC member; **Giovanni Malagò**, President of CONI; **Massimiliano Montanari**, Executive Director – Save the Dream; **Marco Brunelli**, Lega Serie A General Manager; **Mons. Sanchez de Toca**, Vatican Culture undersecretary; **Massimo Achini**, National President of CSI.

ENDS

NOTE TO EDITORS

Matches involved in Save the Dream Day activities include:

Saturday 16th April 2016 – all local times

Bologna vs Torino @ 3.00 pm

Carpi vs Genoa @ 6.00 pm

Inter vs Napoli @ 8.45 pm

Sunday 17th April 2016

Atalanta vs Roma @ 12.30 pm

Fiorentina vs Sassuolo @ 3.00 pm

Hellas Verona vs Frosinone @ 3.00 pm

Juventus vs Palermo @ 3.00 pm

Udinese vs Chievo Verona @ 3.00 pm

Lazio vs Empoli @ 6.00 pm

Sampdoria vs Milan @ 8.45 pm

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. Working with organisations across sport, art, media, technology and society, the Save the Dream aims to educate, promote and protect the core values and integrity of sport for young people.

For more details please visit <http://www.save-the-dream.org/> or follow us on twitter at @savethedream

For further information and if you are interested in a media briefing, please contact:

Andrea Del Bue
Press Office Studio Ghiretti
andrea.delbue@studioghiretti.it
0521-571733