

## Save the Dream and Al Kass champion sport values by hosting workshop during Al Kass International Cup

*David Trezeguet announced as new Save the Dream ambassador*



Save the Dream joined forces with Al Kass today to host a special workshop on the sidelines of the Al Kass International Cup to educate young footballers about the importance of being a role model and promoting positive values through sport.

Building on the agreement signed between the ICSS and Al Kass at the opening match of the Al Kass International Cup on Saturday, over 250 young footballers, officials and coaches attended the workshop and heard from football legends, David Trezeguet and Bora Milutinovic, as well as ICSS Group CEO, Michael Hershman.

Speaking to some of the world's top under-17 club teams - including Real Madrid, Paris Saint-Germain, AS Roma and Aspire Academy – David Trezeguet said:

“Sport is a powerful vehicle for positive change in society and empowering young people. It teaches values like teamwork, respect and collaboration to young people around the world, including those who have been less fortunate, and is a bridge between different cultures and countries.

“Following my participation in Bayt Qatar and Save the Dream during the Rio 2016 Olympic Games, this gave me a valuable opportunity to learn about Save the Dream and its important mission to promote and protect values in young people. I am proud to join them as an ambassador today to speak to young players and be part of the Save the Dream family.”

Drawing on his significant international experience coaching teams around the world, Bora Milutinovic also spoke during the panel, adding:

“Coaches play an integral role in promoting positive values in sport. Not only do they set an example to their players, coaches are also in a unique position where they can make a real and lasting positive impact on the lives of their players.

“As a coach, I believe it is important to ensure your players live by strong values both on and off the field of play. This includes showing respect and caring for yourself and others, as well as ensuring your players live and play by the highest standards of professional and personal integrity.”

In addition, Michael Hershman, ICSS Group CEO, also highlighted the importance of a values-based approach in teaching young people strong personal values through sport.

He added:

“In order to preserve and safeguard the integrity of sport, we must protect the next generation of sports stars.

“Through the work of Save the Dream, the ICSS provides a values-based approach to safeguarding young people and we aim to ensure that young athletes are properly empowered and educated about the important values and life lessons that sport can teach them.

“Today’s workshop is an important reminder about the positive impact that sport can make to society and has reinforced why we must protect and safeguard it for future generations.”

At the conclusion of the workshop, **Massimiliano Montanari, Executive Director – Save the Dream**, also announced that David Trezeguet has been appointed as a new ambassador for Save the Dream, which will see the Juventus legend promote the positive values of sport to young people at various Save the Dream workshops and activities around the world.



Speaking about the appointment, **Massimiliano Montanari, Executive Director – Save the Dream**, said:

“The appointment of David as a Save the Dream ambassador is another significant coup and on behalf of Save the Dream, I would like to welcome and thank him for his commitment to promoting the values of sport.

“The stories highlighted at today’s workshop underline the important role that sport plays in the lives of young people and how it can play a positive and vital role in society. On behalf of Save the Dream, I look forward to working with David at future Save the Dream workshops in Qatar and around the world.”

Save the Dream is a global, non-profit movement of organisations, people and athletes created by the International Centre for Sport Security (ICSS) and Qatar Olympic Committee (QOC) with the support of technology partner, Ooredoo. Save the Dream runs various programmes and initiatives around the world to promote and protect the values of sport and help build more fair and inclusive society.