

July 12th, 2021

Standing by England Football Team and Standing Against Racism:

As an organisation that uses the power of sport and storytelling to educate people about the dangers of identity-based prejudice and hostility, we are appalled by the racist abuse against the England players. We know all too well that a public tolerance and acceptance of discriminatory language is deeply dangerous. We take it seriously, and we urge others to do the same. We call upon all authorities, governmental and those businesses that host social media platforms, to challenge and eradicate this unacceptable behaviour by a minority mob of disproportionately loud voices. Education, and strict policies and rules are necessary to combat this identity-based discrimination language in the public domain.

This beautiful game has the capacity to educate and empower our young people, supporting and encouraging them into the best versions of themselves. We will not allow the racist and angry voices of the few to tarnish the image of the game we all love, and undermine the powerful social impact that players such as Rashford, Saka, and Sancho can, and have already made.

This England football team is an extraordinary group of young individuals, talented and influential, both on and off the pitch. Their achievements in reaching the final of the Euro2020 tournament speaks volumes. The manner in which they behave is exemplary to us all. Any disappointment of 'Football not coming home' cannot overshadow what this England team means to millions of people, in England and further afield.

We are so proud of what they have achieved, and show our love and support by standing with them, and standing against anyone who seeks to undermine these men and this team. We **#SayNoToRacism** and stand by **#ThreeLions**.

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