



#never

nunca nukoŕga, jamais, nigdy, abadaan,

#NEVER CAMPAIGN is delighted to support the PFA in their #Enough Campaign

ENOUGH.

<http://www.bbc.co.uk/sport/football/47982403>

<https://www.thepfa.com/news/2019/4/18/enough-pfa-launches-anti-racism-campaign>

Their initiative makes a real difference in the fight against discrimination. All efforts to tackle discrimination in sport must work together to educate and prevent all discrimination. The #NEVER CAMPAIGN puts **sports stars at the forefront of educating and articulating that discrimination in the form of homophobia, anti-Semitism, racism and islamophobia is NEVER OK.** We believe that education is key – and the campaign utilises the **pollination of knowledge sharing through a well-orchestrated thought leadership programme.** A Thought leadership programme, which promote the stars of sport who represent different cultures and religions. **Global sport enjoys a plethora of articulate and intelligent men and women, and it gives them** a co-ordinated and structured platform to get their message across. The campaign works across traditional and new media platform and has been designed to involve multiple stakeholders including universities and schools.

D V C
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