



MEDIA RELEASE

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34 athletes supported by the Bundesliga Foundation to participate in Rio

Media contact
Eliane Zaeh
Head of international PR

P +49 69 650 05 279
E media@bundesliga.de

34 young athletes supported by the Bundesliga Foundation as part of the Deutsche Sporthilfe scheme for assisting promising young sporting elites have been nominated to participate in the Olympic Games in Rio de Janeiro. Seven of these athletes took part in this year's #UnserRespekt ("our respect") campaign organised by the Bundesliga Foundation. Current and former professional Bundesliga players featured in TV commercials, printed advertisements and social media to show their support for the young talents headed for the Olympic Games.



"We are crossing our fingers for all the athletes who will be representing Germany at the Olympic Games," said Stefan Kiefer, managing director of the Bundesliga Foundation. "Needless to say, we will be particularly cheering the athletes who we have been fortunate enough to assist and support."

This partnership between professional football and Deutsche Sporthilfe goes back to the 2008 Olympic Games in Peking. Since 2010, the Bundesliga Foundation has provided financial support of more than two million euros to promote the development of promising young talents. To date, the athletes who have received support have won eight Olympic medals (three gold, four silver and one bronze) plus numerous titles and medals in world and European championships as well as other major competitions such as the European Games.

DFL

DFL Deutsche Fußball Liga GmbH
Guiollettstraße 44 - 46
D-60325 Frankfurt/Main
T +49 69/6 50 05-0
F +49 69/6 50 05-555
E info@bundesliga.de
W bundesliga.de