



# RELEASE

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## The DFL, DFL Foundation and Bundesliga and Bundesliga 2 clubs exemplify team spirit and call on society to: "Be a Team."

A few weeks after the Bundestag elections, German professional football is once again setting an example for social unity with its annual league-wide action matchday. Under the motto "TOGETHER! Stop Hate. Be a Team", the DFL, DFL Foundation and the Bundesliga and Bundesliga 2 clubs are promoting tolerance, unity, diversity, empathy and respect around the 27th matchday of the 2024-25 season. The campaign period runs parallel to the International Weeks against Racism (March 17-30).

Marc Lenz, DFL Managing Director and Chairman of the DFL Foundation Council, said: "Unity in society is currently particularly important in order to counteract division and shape a positive future. As a society, we must stand together as a team, in order to move forward - just as football exemplifies week after week on the pitch."



As players in a team sport, the DFL, the DFL Foundation and the Bundesliga and Bundesliga 2 clubs are convinced of the importance of team spirit and shared success. Unity, respect, tolerance, diversity and empathy have a positive effect whenever people come together - whether in sports teams, in companies or, more fundamentally, in society. The way we work together is a key foundation for a positive future and shared success.

The TOGETHER! message will be displayed in stadiums across Germany throughout Matchday 27. For example, match balls, corner flags and substitution boards will highlight the important message. It will also be disseminated in the match broadcasts and on digital channels in collaboration with partners.

The themed matchday complements the continuous and diverse commitment of German professional football to promoting social issues. Since 2012, there have been corresponding matchday campaigns during the International Weeks against Racism. This year's motto is once again "TOGETHER! Stop Hate. Be a Team". Last year, the focus was on the demand "Stop Hate." in view of the increasing brutalisation of discourse, especially online. This year's campaign focuses on the positive message "Be a Team."

In addition to the DFL and DFL Foundation, the 36 professional clubs are extensively involved in individual initiatives for solidarity and social issues and continuously set an example against racism and for diversity. An overview of the initiatives and sponsored projects of the 36 professional clubs, the DFL and the DFL Foundation can be found at [bundesliga-wirkt.dfl.de/together](https://bundesliga-wirkt.dfl.de/together) (platform in German).

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