

# Different languages, one goal

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Communications and Public Affairs

**UNITE**



**AGAINST  
RACISM**



## **UEFA's mission**

### Article 2 of UEFA Statutes

Promote football in Europe in a spirit of peace, understanding and fair play, without any discrimination on account of politics, gender, religion, race or any other reason.





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**fare**



## ***Different languages, one goal***

- UEFA, European Commission and FARE working together
- 30-second film for the UEFA Champions League
- 125 matches from September 2008 to May 2009
- global audience of 140 million per week.





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**Thank you**

