

III LALIGA  
INITIATIVE AGAINST  
RACISM

VS  
RACISM

PRESENTERS

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# III LALIGA INITIATIVE AGAINST RACISM: VS RACISM

**LALIGA continues** the fight this year with the goal of eradicating racism in all areas of society, including football and competitive gaming.

As such, we are launching our third consecutive initiative against racism as part of the International Day for the Elimination of Racial Discrimination (March 21st). It'll be known as VS RACISM with the campaign concept #1voiceVSRACISM. The campaign will take place over several days, through online and offline actions, and will culminate with the celebration of various events around Matchday 29 in LALIGA EA SPORTS and Matchday 31 in LALIGA HYPERMOTION.

For the third edition of this initiative against racism, LALIGA and EA SPORTS™ have launched a campaign that revolves around the creation of an anthem thanks to the Little Spain collective which will play in every stadium. This anthem adds to the other joint measures against hatred and racism developed over the years, such as wearing symbolic t-shirts. This year, during the aforementioned matchdays, the players will take to the field wearing VS RACISM t-shirts. PUMA also involved in the campaign by launching a special ball with a design inspired by the initiative's colours.

The campaign will also have a special place in the EA SPORTS FC 24 video game. From March 14th to 21st, it will be possible to play with the commemorative jersey in Ultimate Team mode. As a result, the joining of forces between the video game world and the football world is once again acting as a means of social transformation and amplifying the call for zero tolerance of racism.

Both brands are determined to create a football with no barriers, a better football for all, under the global concept of Transforming the game. This extends to all joint initiatives between EA SPORTS and LALIGA, and reflects the aim of both companies in building the football of the future, a football capable of having a positive impact on the world.

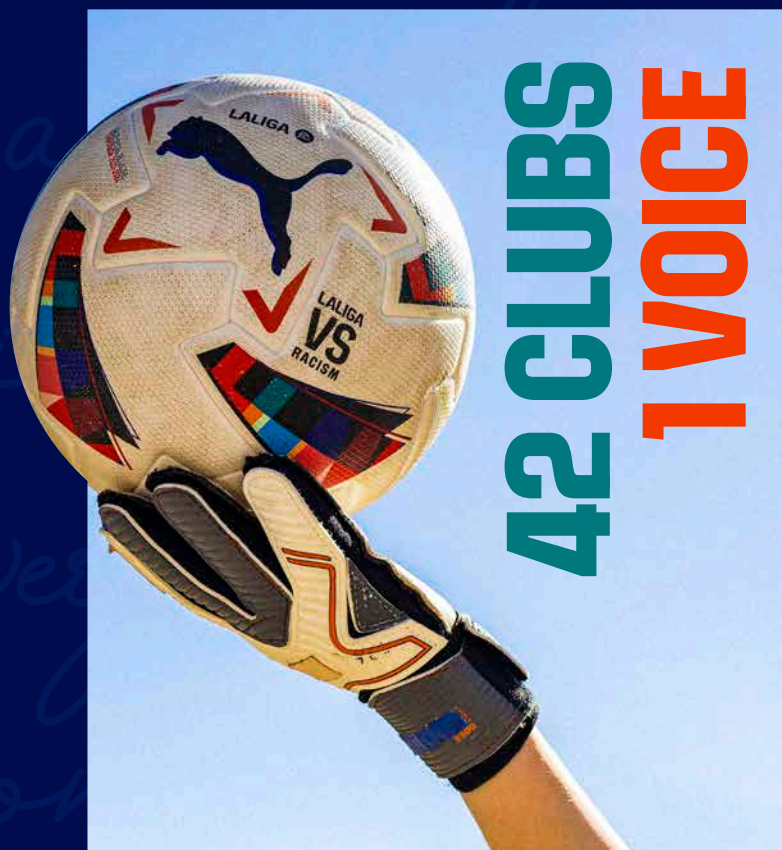
LALIGA is aware that sport is one of the biggest voices and sources of influence for young people, as well as for society as a whole. That's why this campaign is being launched, and is aimed at influencing young people in a positive way so they don't remain impassive in the fight against racism.

# 1 VOICE VS RACISM: THE ANTHEM AGAINST RACISM

The main feature of this VS RACISM initiative is the creation of an anthem that's intended to become a chant sung together in every LALIGA EA SPORTS and LALIGA HYPERMOTION stadium.

This uplifting anthem has been produced by the Little Spain creative collective and will be played in all 42 stadiums. The anthem symbolises the importance of uniting all voices to fight racism in unison. Its verses are inspired by the #1voiceVSRACISM concept: the voices of all football fans united as one in every stadium. Additionally, the lyrics align with the values of LALIGA, which seek to put fans at the heart of the game:

*There's a feeling  
that travels the world,  
underneath your jersey,  
And it's the same  
as my heart.  
I will love you above  
everything else,  
beyond the badge,  
only together  
can we win.*



The anthem will be played in all LALIGA stadiums during Matchday 29 of LALIGA EA SPORTS and Matchday 31 of LALIGA HYPERMOTION.

# T-SHIRT VS RACISM

One of the key features of the initiative is the t-shirt created for the occasion. The LALIGA EA SPORTS and LALIGA HYPERMOTION players will wear the shirts during the fixtures on Matchdays 29 and 31.

The t-shirt design is based on a concept created by urban art group Boa Mistura, which uses colour as a symbol of strength and as a symbol of diversity. Boa Mistura's creative concept inspired the commemorative VS RACISM t-shirt design and the ball that PUMA has created as part of the campaign.

## COLOUR AS A SYMBOL OF STRENGTH

With the overlapping effect, the colour becomes darker as the different words meet, turning into an almost impenetrable blue at the points where the four words overlap. Unity is strength, and it is together that one fights hard for a cause, in this case: for equality and diversity.

## COLOUR AS A SYMBOL OF DIVERSITY

As the words meet, the palette becomes more diverse and lively. The interaction creates diversity, an indispensable element for understanding the world from a perspective of healthy coexistence and respect.



# BALL VS RACISM

The PUMA ball used on Matchday 29 in LALIGA EA SPORTS and Matchday 31 in LALIGA HYPERMOTION will be a special edition inspired by the colours of the campaign. It's based on a design created by urban art group Boa Mistura, using one colour as a symbol of strength and another colour as a symbol of diversity.

Additionally, Liga F will also use the ball with its competition logo over the same dates, showing solidarity with the cause.



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# VS RACISM IN LALIGA MATCHDAYS 29 AND 31

The matches played on Matchday 29 in LALIGA EA SPORTS and Matchday 31 in LALIGA HYPERMOTION will incorporate visuals to help this appeal to fans. Additionally, all of the LALIGA EA SPORTS players will take to the field wearing VS RACISM t-shirts made up of overlapping colours that symbolise the coming together of our differences in order to help us stand up to racism, as a call to action for the audience to join the cause. The fixtures will also use the ball designed by PUMA specifically for the occasion.

The goal is that all fans, both those in the stadium and those watching the match at home, can echo the initiative and support our common goal: to eradicate racism on and off the pitch.

There will also be 3D CamCarpets, captain's armbands, and messages visible on the advertising boards at the LALIGA football grounds over the weekend. Furthermore, there will be content on social media, and audiovisual pieces shown the video scoreboards. Fans and clubs are also expected to deliver their messages against racism throughout this period and together they will contribute to making the project even bigger.

## OTHER LALIGA ACTIONS AGAINST RACISM

The 2024 season is the third to see a large-scale global campaign against racism from LALIGA and EA SPORTS. In the 2022-23 season, a year ago now, LALIGA and EA SPORTS launched a public awareness campaign under the UNITY message, calling for unity against hatred and racism, and the 2021-22 season saw the Together VS Racism campaign. Both initiatives and their messages were seen around the world, reaching millions of people and crossing borders thanks to its digitisation through the video game editions in 2022 and 2023 and the thousands of users who decided to play with these kits, as well as the social media campaigns and media coverage.

# LALIGA VS

LALIGA and its clubs launched the LALIGA VS platform with the aim of eradicating hatred inside and outside the stadiums, by promoting a respectful and inclusive society in all aspects. Through three pillars, LALIGA and its clubs bring together as many voices as possible to achieve our common goal of eradicating racism. Therefore, over the last eight years, more than 700 initiatives and projects have been carried out.

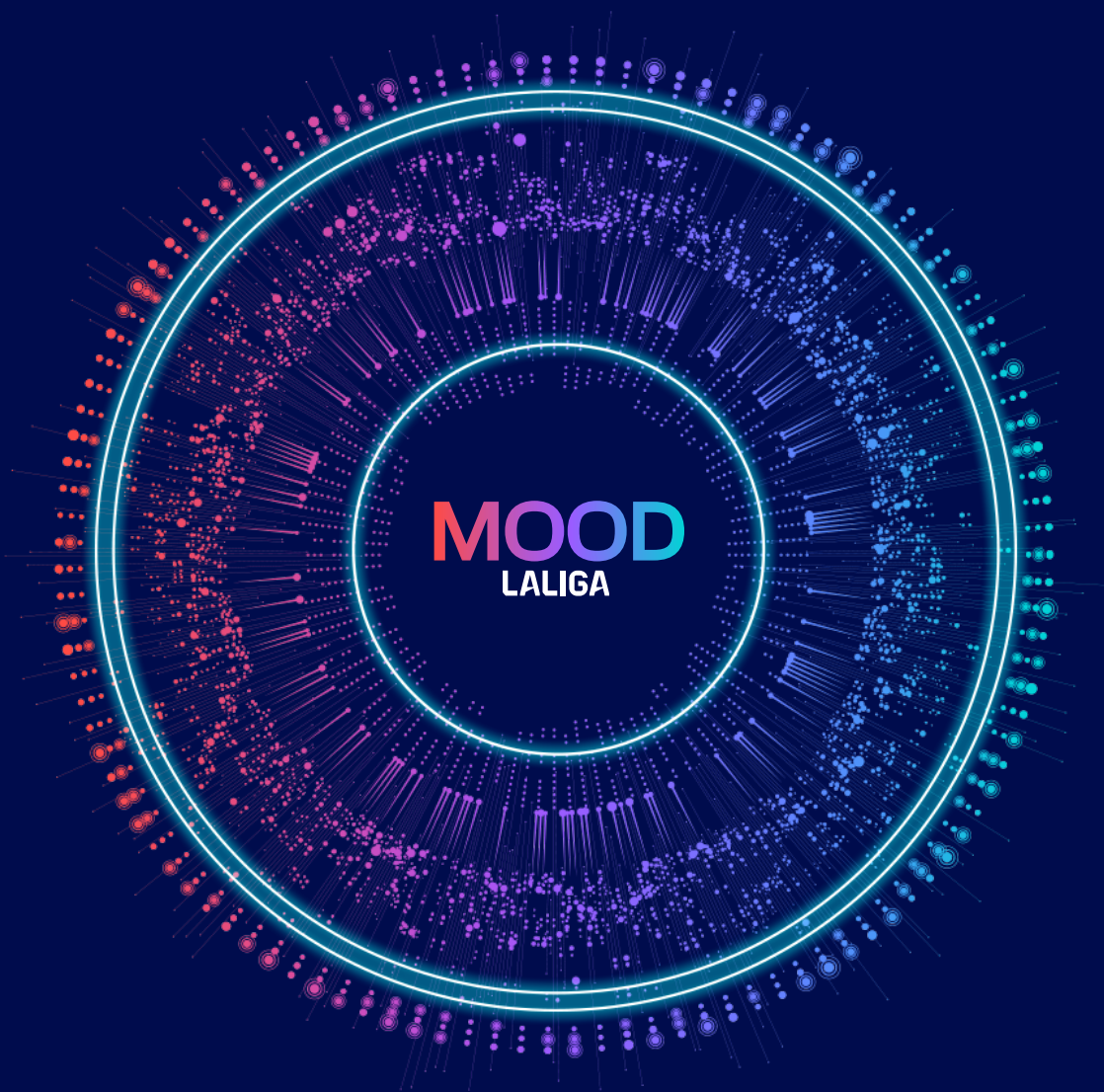
Specifically, over the last five, LALIGA EA SPORTS and LALIGA HYPERMOTION clubs have implemented more than 44 initiatives aimed at curbing hate speech through education, prevention, awareness raising campaigns and actions. In fact, LALIGA has been reporting all kinds of hatred and racism inside and outside professional football stadiums to the State Commission against Violence, Racism, Xenophobia and Intolerance in Sport, as well as to the Spanish Federation's Competition Committee, for several seasons. Similarly, LALIGA will report incidents such as abusive chants heard during matches, and appeared as plaintiff in 30 criminal proceedings related to hatred and racism over the last two seasons.

As part of LALIGA VS, LALIGA VS RACISM seeks to make football, and society in general, a space free of racism and xenophobia. All the activities included in this initiative aim to create a safe and tolerant environment, where there is no discrimination or attacks based on characteristics such as race or origin. Some of these activities include:

- 🔥 Launching the LALIGA VS platform: [LALIGA VS | LALIGA](#) and the reporting channel: [LALIGA VS - LALIGA VS RACISM - REPORT AN ACT | LALIGA](#)
- 🔥 Fixed stadium signage with a QR code that redirects to the reporting channel, as a reminder to fans that it's also in their power to end racism.
- 🔥 Armbands: personalised by club, for team captains and fans, to promote the fight against hate and racism in stadiums.
- 🔥 Stickers on seats with a QR code that redirects to the reporting channel, to promote a safe environment and encourage fans to actively contribute to the fight against racism.
- 🔥 Banner at Athletic Club v Real Madrid on the first matchday of LALIGA EA SPORTS with a message to raise awareness against racism, inviting everyone to join the fight against this social scourge.

# LALIGA'S FIGHT AGAINST RACISM THROUGH M.O.O.D

The system will generate a rating on a scale of 0 to 10, with 0 representing the lowest level of detected hate, while also indicating the number of participants and the quantity of messages or conversations involved in these interactions. Each week, the tool produces a score that reflects the level of hate from users on social media in relation to the football conversation. As recently as Matchday 15, the lowest score was recorded since records began being kept (last season): 5.4%.





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