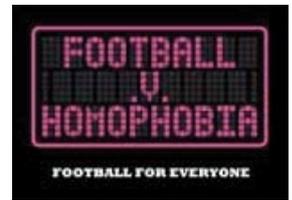


MATCH DAY INSERT

On this page you will find a sample insert for your match day programme.

The FvH team can provide a fully finished digital copy of the artwork for you, which can be included in your publication straight away.



MATCH DAY INSERT

At today's game [ENTER CLUB NAME] is showing its support for the Football v Homophobia campaign.

Football v Homophobia (FvH) takes place year round and the campaign has its Month of Action in February. It is an international campaign to tackle homophobia and prejudice against Lesbian, Gay, Bisexual & Transgender (LGBT) people in football. The aim of FvH is to make football safe and welcoming for everyone.

In the past few months polls have shown that whilst football fans would be more accepting than ever of a gay player in their team, as many as 72% of football fans have heard homophobic abuse at football matches.

Using homophobic or transphobic language towards someone because you don't like the way they play football, manage a team, make a refereeing decision or because of whom they support is wrong. It's against the Laws of the Game and can be a criminal offense, but most importantly, it can make football an intimidating and unpleasant place for fellow fans, players, match officials and administrators of the game.

In recent years, professional footballers Robbie Rogers and Thomas Hitzlsperger, both of whom played in England, publicly announced that they were gay. Both of these players have talked about the challenges of being gay men within professional football, and the impact that anti-gay jokes, language and chanting can have on confidence and self-esteem. Welsh International Jess Fishlock has also spoken about anti-gay abuse she has suffered on social media and has said, "homophobia in all sports and all genders is a terrible thing. It really shouldn't be a reason why someone doesn't play a sport and it certainly shouldn't be a reason why someone gets abused for playing a sport".

Attitudes in Football are changing, but everyone needs to make sure that the language we use and the way we behave reflects this change. Fans can make a real difference to the culture of football, and we'd like your support.

Throughout Football v Homophobia month and beyond, please help [ENTER CLUB NAME] by standing up to prejudice and discrimination against LGBT people in the game. Together we can make football a welcoming place for everyone.

If you witness any behavior during a game, like anti-gay chanting and hateful or prejudiced language, speak to a nearby steward, the police, a club official or contact Kick It Out via the reporting line - 0800 169 9414 – or the Kick It Out app www.kickitout.org/get-involved/report-it Remember, doing nothing only allows discrimination to get worse!

Find out more about the Football v Homophobia campaign and how you can get involved:

- www.footballvhomophobia.com
- Twitter: [@fvhtweets](https://twitter.com/fvhtweets)
- Facebook: bit.ly/fvhpage
- Instagram: [FOOTBALL_V_HOMOPHOBIA](https://www.instagram.com/FOOTBALL_V_HOMOPHOBIA)



TANNOY ANNOUNCEMENT

On this page you will find a short announcement that can be made over the tannoy at half-time. Depending on the amount of time available, we have included three versions:

UNDER 20 SECONDS

February is the annual Football v Homophobia month of action. Football v Homophobia is a global campaign challenging homophobia and discrimination against Lesbian, Gay, Bisexual and Transgender people across football. Join us and help [ENTER CLUB NAME] make football a great place for everyone. Thank you.

UNDER 50 SECONDS:

February is the annual Football v Homophobia month of action. Football v Homophobia is a global campaign challenging homophobia and discrimination against Lesbian, Gay, Bisexual and Transgender people across football. [ENTER CLUB NAME] supports Football v Homophobia and is committed to making football safe and inclusive of everybody. [ENTER CLUB NAME] hopes that our fans will help us to support Football v Homophobia by reporting any offensive behavior, such as homophobic chanting and verbal abuse to club staff. To find out more about the initiative and how you can get involved please visit www.footballvhomophobia.com. Thank you.

JUST UNDER ONE MINUTE THIRTY:

February is the annual Football v Homophobia month of action. Football v Homophobia is a campaign challenging homophobia and discrimination against Lesbian, Gay, Bisexual and Transgender people across football. [ENTER CLUB NAME] supports Football v Homophobia and is committed to making football safe and inclusive of everybody.

[ENTER CLUB NAME] would like to encourage supporters to stand up to prejudice and discrimination against LGBT people in the game and help make football a welcoming place for everyone. If you witness any behavior, such as inappropriate chanting and hateful or prejudiced language, speak to a nearby steward, the police, a club official, or contact Kick It Out on 0800 169 9414 or via their reporting app.

If you would like to find out more about the initiative and how you can get involved please visit www.footballvhomophobia.com. Thank you.



SAMPLE WEBSITE ARTICLE

-----NAME OF CLUB----- SUPPORTS FOOTBALL V HOMOPHOBIA

February is the international campaign month of 'Football v Homophobia' (FvH) and [INSERT CLUB NAME] is supporting the initiative.

FvH is a campaign uniting fans, players, communities, grassroots teams, professional clubs and the Football Authorities in opposing homophobia and prejudice against lesbian, gay, bisexual and transgender (LGBT) people in football.

Year round, FvH enables people to take action against prejudice and discrimination based on sexuality or gender identity in football, and to celebrate and welcome diversity in the game. This culminates in an international show of support in February to raise awareness of the issue and to join together in making a visible stand against prejudice and for inclusion.

[INSERT CLUB NAME] is pleased to be supporting the campaign again this season [OR 'is pleased to be supporting the campaign this season'].

[INSERT CLUB SPOKESPERSON NAME] said: [INSERT QUOTATION HERE]

In the past few months polls have shown that whilst football fans would be more accepting than ever of a gay player in their team, as many as 72% of football fans have heard homophobic abuse at football matches.

Using homophobic or transphobic language towards someone because you don't like the way they play football, manage a team, make a refereeing decision or because of whom they support is wrong. It's against the Laws of the Game and can be a criminal offense, but most importantly, it can make football an intimidating and unpleasant place for fellow fans, players, match officials and administrators of the game.

In recent years, professional footballers Robbie Rogers and Thomas Hitzlsperger, both of whom played in England, publicly announced that they were gay. Both of these players have talked about the challenges of being gay men within professional football, and the impact that anti-gay jokes, language and chanting can have on confidence and self-esteem. Welsh International Jess Fishlock has also spoken about anti-gay abuse she has suffered on social media and has said, "homophobia in all sports and all genders is a terrible thing. It really shouldn't be a reason why someone doesn't play a sport and it certainly shouldn't be a reason why someone gets abused for playing a sport"

Attitudes in Football are changing, but we all need to make sure that the language we use and the way we behave reflects this change. At [INSERT CLUB NAME] we believe we can make a real difference to the culture of football, and we'd like your support. We know that change starts with education and [INSERT CLUB NAME] recognises its has a role to play in leading the way on raising awareness of homophobia and LGBT discrimination within the club and its community.



SAMPLE WEBSITE ARTICLE (CONT'D)

[INSERT CLUB NAME] believes in a game where LGBT people can be seen and heard, and valued for their contribution to football. [INSERT CLUB NAME] will work to create a safe and inclusive football environment for everyone, regardless of sexual orientation or gender identity. We want our supporters to help us achieve this.

[INSERT CLUB NAME] will be designating a game in support of the Football v Homophobia campaign this February [DETAILS OF GAME]. This is an opportunity for our supporters to also get behind the campaign and show everyone that [INSERT TEAM NAME] is no place for hate or bigotry.

Find out more about the Football v Homophobia campaign and action you can personally take in February, here: www.footballvhomophobia.com

- www.footballvhomophobia.com
- Twitter: [@FvHTweets](https://twitter.com/FvHTweets)
- Instagram: [FOOTBALL_V_HOMOPHOBIA](https://www.instagram.com/FOOTBALL_V_HOMOPHOBIA)
- Facebook: www.bit.ly/fvhpage
- Use [#fvh2018](https://twitter.com/hashtag/fvh2018) in any social media posts supporting the initiative