

Lega Serie A takes to the pitch for UNHCR

Translated in English from original version

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On the occasion of Matchday 24 of the Serie A Enilive 2025/2026 season (6–9 February), Lega Serie A is promoting the UNHCR “Stop the Frost” campaign, aimed at raising funds to provide winter assistance to millions of refugees and displaced people.

A dedicated campaign video will be shown on stadium big screens, while the message #STOPTHEFROST – Donate warmth, save a life will be broadcast on television shortly before kick-off at each match. After the games, coaches taking part in post-match interviews will wear the UNHCR sticker on their jackets.

The campaign can be supported until 15 February by donating via the solidarity number 45588.

An exhausting winter, with humanitarian assistance reduced to a minimum — this is the harsh reality facing millions of refugees and displaced people in countries such as Ukraine, Afghanistan and Syria. This year, support is more crucial than ever due to the drastic reduction in humanitarian funding. Urgent resources are needed to repair bombed homes, improve thermal insulation, provide stoves, blankets, medicines and hot meals, particularly for children and the elderly.

Without new funding, UNHCR’s ability to deliver life-saving aid will be severely compromised, directly affecting thousands of lives. The most vulnerable families need support — now more than ever.

Funds raised will help provide essential winter relief, including blankets, warm clothing, stoves, insulation kits and home repairs, benefiting millions of refugees and displaced people in seven countries, including Afghanistan, Syria and Ukraine.

Supporting UNHCR are two Italian football legends, Demetrio Albertini and Giuseppe Bergomi, alongside Juventus midfielder Khéphren Thuram and Marseille player Timothy Weah.