

Defenders of childhood light up the festive season

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For the fifth consecutive year, on the occasion of Matchday 16 of Ligue 1 McDonald's and Matchday 17 of Ligue 2 BKT, the French Professional Football League and the clubs are joining forces with CNAPE and its ambassador Mohamed Bouhafsi to support child protection.

The final matchday of the year will once again become a major moment of solidarity thanks to the Defenders of Childhood initiative.

In all Ligue 1 McDonald's stadiums, a special set-up will be put in place to allow more than 70 children supported by CNAPE (National Confederation of Child Protection Associations) to enjoy an unforgettable experience. As special guests, they will open the many gifts collected as part of the initiative alongside a local personality and a representative from the Ligue 1+ platform or beIN SPORTS.

This unforgettable evening will bring to a close a final quarter full of emotions. Thanks to the "Train Like a Pro" initiative, more than 200 children supported by CNAPE enjoyed a special morning in a Decathlon store, where they received all the equipment they needed. They then had the opportunity to discover professional clubs' training centres before taking part, on 16 November, in the fifth edition of the Defenders of Childhood Tournament at the Decathlon Arena, made possible thanks to LOSC Lille.

This exceptional matchday activation will be accompanied by an ambitious digital amplification campaign, including a film featuring players, clubs and Mohamed Bouhafsi, ambassador of CNAPE. To bring this mobilisation to life and share its spirit of solidarity far beyond the stadiums, the campaign film will be broadcast throughout the weekend on the League's, competitions' and clubs' platforms, as well as on television on beIN SPORTS and Ligue 1+, which will also display the Defenders of Childhood logo on screen during matches.

Digital mobilisation around child protection

Revisited in festive end-of-year colours, the colouring design once again stands out as a strong visual marker of the campaign. Ahead of the dedicated matchday, Ligue 1 McDonald's and Ligue 2 BKT clubs will harmonise their social media profile pictures in line with the campaign's visual identity. Each club will also have a dedicated visual to support this rollout, incorporating festive colouring elements and the signature: "Defenders of Childhood light up the festive season".

Partners join the Defenders of Childhood collective

To strengthen the overall matchday activation, Decathlon is renewing its commitment by providing 950 event balls. Inspired by children's drawings, these new models reinterpret the official 2025–2026 season designs with marker and airbrush-style effects. After the matches, some of these balls will be collected and donated to children supported by CNAPE member associations as part of the festive celebrations.

This year, Essilor is also joining the Defenders of Childhood collective. For the occasion, the brand has specially designed nine collector “Man of the Match” trophies reflecting the campaign’s visual identity, enabling nine children selected by CNAPE to enjoy a truly memorable moment. After each Ligue 1 McDonald’s match, a child will present the Essilor Man of the Match Trophy to the player chosen by the public. The matchday protocol will also adopt the campaign’s festive colours, with the “The One” arch dressed in a specially designed Christmas hat. In both Ligue 1 McDonald’s and Ligue 2 BKT, stadium announcers will highlight the initiative before kick-off, with the campaign film and visuals shown on giant screens.

Panini will also contribute by creating a special moment for protected children, offering a Panini Foot 2025/2026 sticker album in all Ligue 1 McDonald’s stadiums. At Olympique Lyonnais and FC Metz, personalised giant stickers will also be given to children around the pitchside Christmas tree.

Meanwhile, BKT, title partner of Ligue 2 BKT, will offer 100 tickets per match to partner associations, allowing many families and children to attend matches over the weekend.

MPG will also launch an exclusive challenge, with prizes including a ball signed by the Man of the Match from Olympique Lyonnais vs Le Havre AC and a child-sized Ligue 1 McDonald’s club shirt.

This collective mobilisation also aims to remind everyone of the emergency number **119 – Allô Enfance en danger**, a confidential and free hotline available 24/7 for anyone who is a victim or witness of a child in danger. Raising awareness of this number is essential to protect children and can quite simply save lives.