

“We will never sell these beanies” – the first 100% free and solidarity-driven merchandise item

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On the occasion of World Cancer Day, the Ligue de Football Professionnel (LFP), in collaboration with Ligue 1 McDonald’s and Ligue 2 BKT clubs and the Rafaël Institute, is launching a solidarity campaign for supporters undergoing treatments that cause alopecia.

Supporting people affected by cancer is a key element in the recovery process. According to a recent European study conducted among more than 12,000 individuals, loneliness increases the risk of dying from cancer by 11%. In response, the LFP and clubs have decided to stand alongside affected supporters by creating oncology beanies in the colours of each club.

By reinterpreting traditional marketing codes, this initiative focuses on awareness and support, offering an item designed as a symbol of solidarity rather than a commercial product. These unique beanies represent the first piece of sports merchandise entirely offered free of charge by the LFP and its clubs. We will never sell these beanies.

Specifically designed for patients undergoing treatment, the beanies respond to a frequently overlooked reality: when a supporter is affected by cancer, treatment does not only lead to hair loss — it can also create distance from everyday life, including the sense of belonging to a collective.

At the heart of the initiative is the dual meaning of the word “supporter”: supporting one’s club, but also enduring illness and treatment. These individuals are fighting several battles at once — against disease, fatigue, loss of self-confidence and often social isolation. Vulnerability intensifies these challenges. The beanie becomes both a symbolic and tangible gesture of solidarity, helping to combat the stigma associated with hair loss and materialising the club’s commitment to its supporters facing illness.

A campaign film, shot in Auxerre, Brest, Saint-Étienne and Toulouse with professional players and supporters currently undergoing cancer treatment, accompanies the launch.

Made from the same breathable, non-irritating material as official jerseys, each beanie is designed to remind supporters that they remain part of the team — even when the match is being played elsewhere.

A campaign with purpose

This partnership between the LFP and the Rafaël Institute — a leading organisation in comprehensive support for people affected by cancer — is built on the principle of maximising social impact.

Together, they promote a person-centred approach that prioritises wellbeing beyond medical treatment alone.

Through this initiative, the LFP and clubs reaffirm that football extends beyond the pitch: it is also a powerful vehicle for social connection and solidarity, especially during life's most difficult moments.

Throughout the week, clubs will share awareness visuals highlighting the campaign's tagline and the beanie in their club colours.

A long-term commitment

This campaign forms part of the many initiatives undertaken by professional clubs over several seasons — through major prevention campaigns and local actions with specialised centres. Professional clubs are committed actors in the fight against cancer.

On the occasion of World Cancer Day (4 February 2026), clubs carried out activities this weekend with hospitalised supporters and local healthcare institutions. They will continue their efforts throughout the season, including hospital visits to distribute these beanies to supporters undergoing treatment.

Alain Tolédano, Oncologist and President of the Rafaël Institute

“The fight against cancer is a major challenge for our society and healthcare system. As therapies progress, one thing is clear: supporting patients is just as essential as treating the disease. Nutrition, adapted physical activity and social connection are decisive levers in helping patients fight and rebuild. We advocate for a healthcare model centred firmly on the individual, not solely on pathology.

This conviction guided our collaboration with the Ligue de Football Professionnel and professional clubs. Through this initiative — and the powerful symbol of these beanies — we aim to break isolation and provide meaningful support. We commend the commitment of French professional football, which once again demonstrates its capacity to be a major societal force serving the common good.”

Jérôme Belaygue, LFP Communications and CSR Director

“Football has become a powerful platform for mobilising around major health causes. Harnessing the media reach and impact of professional football to promote public health and prevention messages is one of the central pillars of our #1TEAM engagement programme.

In the fight against cancer, alongside the Rafaël Institute, we are committed to a solidarity-driven and sustainable approach to supporting patients. This first nationwide initiative builds on the longstanding collective engagement of professional clubs alongside hospitals and healthcare institutions.”