

## **Lega Serie B and UNAR take to the pitch #pernondimenticare**

Translated in English from original version

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### **Commemoration of Holocaust Remembrance Day during Matchday 21 – Bedin: an essential moment of reflection and responsibility towards future generations**

Remembering today and always. On the occasion of Holocaust Remembrance Day, observed each year on 27 January to commemorate the victims of the Holocaust, Lega Serie B renews its commitment to promoting the values of respect, awareness and the fight against all forms of discrimination.

To mark the occasion, Lega Serie B has launched a communication initiative under the hashtag **#pernondimenticare** (“#neverforget”), which will accompany Matchday 21 of the Serie BKT championship, kicking off this evening. The activation stems from the ongoing cooperation with the National Office Against Racial Discrimination (UNAR) and aims to deliver a strong and visible message, reaffirming the importance of memory as a tool for awareness and collective responsibility to be passed on to future generations.

“Holocaust Remembrance Day represents an essential moment of reflection and responsibility for everyone,” said Lega Serie B President Paolo Bedin. “I would like to thank UNAR and its Director, Mattia Peradotto, for their cooperation and constant attention to issues that concern not only sport, but society as a whole. Football, in particular, can and must continue to promote positive values and behavioural standards centred on education and inclusion.”

This well-established collaboration continues in line with previous joint initiatives, starting with the “Never Again Racism, Let’s Win This Match!” campaign promoted last season, and extending to the Memorandum of Understanding signed to strengthen the shared commitment to combating racism and discrimination in sport, and in football in particular.