

Play for Charity: Serie C Takes the Field for a Good Cause

15 May 2026

Match balls and shirts from the Playoffs to be auctioned in support of the Meyer Foundation

Florence, 15 May – Serie C Sky Wifi and CharityStars have joined forces for the charitable initiative “Play for Charity”, in support of the Meyer Children’s Hospital Foundation.

Starting with the first-leg matches of the second national playoff round, scheduled for 17 May, and continuing through to the two-legged final on 2 and 7 June, the ball used to score the first goal in each match will be signed by the goalscorer and then auctioned on the CharityStars platform, an official partner of Serie C. All proceeds will support the Meyer Children’s Hospital Foundation.

Fans of football and Serie C will also have the opportunity to bid on signed shirts from every team that participated in the Playoffs and Playouts, as well as those of Vicenza, Arezzo and Benevento, winners of the 2025/26 Serie C Sky Wifi season.

The auction will also feature a range of exclusive matchday experiences, including the chance to become a junior mascot, creating unforgettable memories for young supporters, and unique stadium walkabout experiences that offer behind-the-scenes access to the world of professional football.

Through “Play for Charity”, Serie C combines the excitement of the season’s decisive matches with a meaningful social cause, using football’s reach and passion to support children and families through the work of the Meyer Foundation.