

SEF and Min Stora Dag Launch Three-Year Partnership to Support Children Facing Serious Illness

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Svensk Elitfotboll (SEF) and the non-profit organisation Min Stora Dag have entered into a three-year partnership aimed at creating joy, hope and memorable experiences for children living with serious illnesses and medical conditions.

Together, SEF and Min Stora Dag will develop activities and initiatives that engage elite football clubs, players and supporters across Sweden in support of children facing significant health challenges.

Jessica Linnman, Commercial Director at Svensk Elitfotboll, said:

“Through this partnership, we can contribute to something even greater and provide children with important moments of light in what is often a very difficult everyday reality. Together, we can raise awareness of the important work carried out by Min Stora Dag while also enabling more children to meet their favourite team or sporting hero, among other special experiences.”

Since its foundation, Min Stora Dag has worked to fulfil wishes and create positive experiences for children living with serious illnesses and diagnoses. Through close cooperation with healthcare providers, families and partners, the organisation creates so-called ‘Big Days’ – unforgettable moments that provide strength, joy and inspiration.

Jennifer McShane, Secretary General of Min Stora Dag, commented:

“Elite football is one of Sweden’s strongest social movements, with a unique ability to create a sense of belonging and engagement. When that power is directed towards children living with serious illnesses or medical conditions, it can become a source of hope and optimism for the future. We know that a long-awaited experience cannot remove the difficulties these children face, but it can provide a break, a sense of direction and something to look forward to.

Together with Svensk Elitfotboll, we can create more of these moments in more parts of the country, alongside clubs, players and supporters. It is when many people contribute that we can make a genuine and lasting difference, and we are therefore extremely pleased to begin this partnership.”

The collaboration aims to harness the reach and engagement of Swedish professional football to support children across the country, helping to create meaningful experiences and lasting memories during challenging times.