

Lega Serie A teams up with UNICEF to help malnourished children

Translated in English from original version

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The world of football once again takes to the field alongside UNICEF to support the most vulnerable children.

On the occasion of Matchday 17 of the Serie A championship, scheduled from 27 to 29 December, Lega Serie A will support UNICEF's fundraising campaign through the solidarity number **45525**, aimed at treating and protecting children affected by malnutrition and humanitarian emergencies.

The slogan of the matchday will be: "Today, you too can choose our formation: 45525. It's the winning tactic to beat malnutrition together with UNICEF. Send an SMS to 45525 or call from a landline. Together, let's play as one team!"

"Worldwide, more than 150 million children under the age of five are affected by chronic malnutrition, and 42.8 million by acute malnutrition. More than 470 million children – over one in six globally – live in conflict-affected areas and endure unimaginable suffering, with their rights violated or denied," recalled Nicola Graziano, President of UNICEF Italy.

In all stadiums, the campaign video will be shown on giant screens, while on television the graphic "Save the children, donate now to 45525 or on UNICEF.IT" will be broadcast shortly before kick-off of each match. In pre- and post-match interviews, club executives and coaches appearing on camera will also wear a sticker promoting the initiative on their jackets.

UNICEF Italy thanks Lega Serie A for supporting the fundraising campaign and for sharing communication spaces within stadiums.

To help malnourished children and those affected by emergencies, donations can be made via the solidarity number **45525** with a simple SMS from a mobile phone or by calling from a landline:

- €2 to 45525 via SMS from WINDTRE, TIM, Vodafone, Iliad, PosteMobile, Coop Voce, Tiscali and Fastweb;
- €5 or €10 to 45525 via landline calls from TIM, Vodafone, WINDTRE, Fastweb and Tiscali;
- €5 to 45525 via landline calls from Convergenze and PosteMobile.

Donations can also be made via the website www.unicef.it.