

# Matchday 38: Lega Serie B Supports the Italian Red Cross

## Social Responsibility – 7 May 2026

The football community is coming together in support of the Italian Red Cross. On the occasion of World Red Cross and Red Crescent Day, celebrated annually on 8 May, Lega Serie A, Lega Serie B and Serie A Women Athora have joined forces to support the work of the Italian Red Cross, both in Italy and internationally.

As part of Matchday 38 of the Serie BKT season, a range of awareness-raising activities will take place across stadiums, including LED perimeter board messaging, videos on giant screens, dedicated television graphics and content distributed through Lega Serie B's official communication channels. The campaign will carry the message: *"With the Italian Red Cross, your 5x1000 reaches everywhere."*

Rosario Valastro, President of the Italian Red Cross, said:

"Through this initiative, Lega Serie A and Lega Serie B are bringing Humanity onto the pitch – the same value that inspires more than 152,000 volunteers of our Association every day as they listen, support and assist thousands of women, men and children facing hardship. We carry out this work both within our local communities and in regions affected by conflict or severe crises, where reaching those in need is often extremely difficult. Through this dedicated matchday, the football world sends a powerful message by embracing the Italian Red Cross. We hope this initiative will enable us to be even more present in the lives of those who need help, care and support."

Paolo Bedin, President of Lega Serie B, added:

"Football has a unique ability to reach millions of people and raise awareness of issues of great social importance. In this spirit, Lega Serie B is proud to renew its support for the invaluable daily work of the Italian Red Cross, which serves as a vital reference point for communities during difficult times. Through this initiative, we aim to spread a message of solidarity and support while strengthening the connection between sport and social responsibility.

This commitment further enriches the journey of B4People, the platform through which Lega Serie B promotes social and environmental projects with the objective of creating value for communities and individuals."

For more than 161 years, the Italian Red Cross has represented one of the most inspiring stories in Italy. It is a story built on dedication, compassion, solidarity and humanity—values that reach those who suffer and that Lega Serie B is proud to celebrate by sharing and promoting its vision and principles.