

Lega Serie B “runs” for #RunforMeyer #RunforLove

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Lega Serie B is renewing its commitment to solidarity by supporting the Meyer Foundation and the #RunforLove initiative, the Valentine’s Day sporting event dedicated to helping young patients at the Meyer Children’s Hospital in Florence and their families.

“Collaboration with the Meyer Foundation is a source of great pride for us,” said President Paolo Bedin. “It is rooted in shared values linked to protecting children’s health and supporting their families. We firmly believe that sport — and football in particular — can be a powerful vehicle for awareness and participation. Teamwork means joining forces to offer closeness, comfort and hope to young patients and those by their side.”

Activities around Matchday

To support #RunforLove, Lega Serie B has planned a series of initiatives during the 25th round of the Serie BKT season, both on and off the pitch. These include LED perimeter boards, TV graphics, stadium big-screen visuals, public address announcements and dedicated social media content from players.

In particular, male and female players will post content wearing the special #RunforMeyer shirt, encouraging fans to take part in the run.

How to take part

Participation is simple: run 9 kilometres as a pair. There are no time limits — each runner must complete 4.5 kilometres, either together or separately, on one of the designated days. The initiative is open not only to couples, but to anyone who shares a bond — friends, parents and children, grandparents and grandchildren, siblings.

The format has proven popular, with more than 3,900 participants in the previous edition.

Registration

Participants are asked to make a minimum donation per person to register. With an additional contribution, they can receive the official high-visibility #RUNFORMEYER technical shirt. Full details and registration are available via the event’s official website.

Rankings and awards

As in any race, an overall ranking and prizes are planned. The team’s final time is calculated by adding together the individual times of both runners. In addition to awards for the fastest pairs, there are special categories for the largest participating groups, the longest-standing partnerships and the most experienced duo.

Supporting Play Therapy

As always, #RunforMeyer #RunforLove supports the hospital's Play Therapy project, which helps restore moments of joy and normality for children and their families during hospital stays.

The programme brings games, reading, music, clown visits and pet therapy into the hospital environment. Specially trained dogs and their handlers bring comfort and smiles to young patients, while hospital clowns provide laughter in wards and emergency departments. The Ludobiblio — a bright and welcoming play and library space — offers children opportunities to play, borrow games, meet siblings and friends, and take part in creative workshops.

Meyermusica brings live and interactive music into hospital wards and communal areas, creating a positive atmosphere and helping to reduce stress and tension for children, families and staff alike.

Through #RunforMeyer #RunforLove, Lega Serie B once again demonstrates how football can extend beyond the pitch, promoting solidarity, health and hope for those who need it most.