

During Advent, the Niké League will support children and families in need

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During the Advent period, the Niké League will once again help those in need. This time, every pass made during matches of Matchday 17 of the Niké League will be converted into financial support for the organisation Úsmev ako dar.

As in previous years, the Niké League is using the pre-Christmas period to support vulnerable groups. The *Niké League Helps* project continues with its second themed matchday of the current season, taking place during Matchday 17. The Union of League Clubs, together with the league's title partner Niké, will support the organisation Úsmev ako dar (Society of Friends of Children from Children's Homes), which helps families facing difficult life situations and supports children and young people in centres for children and families.

"Just like last year, we will once again help children through the Niké League in the lead-up to Christmas. Although love and the warmth of a home should be a given, not all children are able to experience this. I am glad that together with clubs, players and fans we can support children and families who face real challenges in life. Football should bring joy, and I believe that through the *Niké League Helps* project, this joy will once again be shared by everyone involved," said Ivan Kozák, President of the Union of League Clubs.

During Matchday 17, the focus will be on passes. For each pass made, Niké will donate three euros from its Fund for the Future of Sport to the organisation Úsmev ako dar.

"The most beautiful time of the year is approaching, and I am pleased that, in cooperation with the Union of League Clubs, we will be helping during this period once again. We want to put smiles on the faces of children in children's homes and families in difficult life situations. For every pass, we will contribute three euros from the Fund for the Future of Sport to Úsmev ako dar. I am cheering on all the footballers and hope there will be as many passes as possible," said Roman Berger, CEO of Niké.

Fans will also be able to take part directly at the stadiums. Before each Matchday 17 fixture, a stand offering hot tea will be set up at each stadium. Supporters will be able to purchase tea in exchange for a voluntary donation, with all proceeds also going to support the work of Úsmev ako dar.

Players will once again wear special armbands during Matchday 17 to symbolise the *Niké League Helps* project. In recent days, players have visited regional centres for children and families, welcomed children to their stadiums, and over the weekend, children supported by Úsmev ako dar will accompany the players onto the pitch.

"We are extremely grateful for the cooperation with the Union of League Clubs and all participating clubs during Matchday 17 of the Niké League. The *Niké League Helps* project is not just about football, but above all about bringing warmth back into the lives of children and families

who need it most. Every pass on the pitch thus becomes a symbol of solidarity and hope. We express our sincere thanks to everyone who joins this initiative and helps us create better conditions for families in need,” said Štefan Adamjak, Executive Director of Úsmev ako dar.