

SHOW RACISM THE RED CARD

£5,647

Show Racism the Red Card is committed to eliminating racism and prejudice from all sections of society. They harness the high profile of professional footballers to reach young people, parents, teachers and the general public. Funds were sought to produce an educational video and multimedia resource pack for UK schools and organisations.

They have finished the video and it includes football stars Gary Lineker, Thierry Henry, Sven Goran Eriksson, Shaka Hislop, Lomana Lua Lua, David James, and Ashley Cole. It is being launched on the 15th of April at 3pm at BAFTA in Piccadilly and TFN members are invited. The video took a lot longer to produce than was expected and therefore the budget was far bigger. The extra money has come out of Show Racism the Red Card own funds. The launch in April will be attended by 200 guests and we have already got thousands of organisations order copies of the video.