**PRESS RELEASE**   
**FOR IMMEDIATE RELEASE**

**[INSERT SCHOOL NAME] JOINS SOCCER AID FOR UNICEF ACADEMY TO RAISE VITAL FUNDS FOR CHILDREN WORLDWIDE**

**[DATE], 2025** - [School Name] is proud to announce its participation in the 2025 Soccer Aid for UNICEF Academy, helping to raise vital funds for children around the world, ahead of the star-studded charity football match on Sunday 15th June.

In joining the fun-filled Soccer Aid for UNICEF initiative, on [INSERT DATE] the school will [INSERT activities you are holding/doing with students to help raise funds: i.e engage pupils in creative and inclusive play-ground challenges, such as obstacle courses, and interactive lessons centered around child rights and the upcoming celebrity football match OR designing t-shirts as part of a competition to be featured on a mascot during the live TV show], whilst aiming to raise as much money as possible to support UNICEF's life-changing work for children worldwide.

**[DEPUTY/ HEADTEACHER NAME], Headteacher of [School Name], said:** "[Insert quote about the school's excitement to participate and the importance of supporting children's rights whilst raising funds for UNICEF]"

Since 2006, Soccer Aid for UNICEF has raised over £106 million to support UNICEF's global work with families, communities and partners, so that children can grow up safe, healthy and able to play. This year's fundraising efforts could help UNICEF provide life-changing support for a child, like clean water, vital vaccinations and nutrition support, or the opportunity to learn, so every child can get the best start in life.

**Sarah Wren, Head of Soccer Aid for UNICEF, said:** "We're so excited to welcome [School Name] to the Soccer Aid for UNICEF Academy. It’s brilliant to see so many schools getting involved by encouraging their students to be active, learn about their rights, and make a meaningful difference to the lives of other children globally through fundraising for UNICEF. I see the Academy as one big team, where fun and purpose come together to drive vital support for UNICEF's mission. A huge thank you to every school that joins our team – you’re support will be life-changing!”

Soccer Aid for UNICEF 2025 will take place on Sunday 15th June at Old Trafford, Manchester and will be broadcast live and shown live exclusively on ITV1, ITVX, STV and STV Player.

Stars announced so far in this year’s lineup include debutants, Gorka Márquez, Nadia Nadim and Angry Ginge, and returners, Louis Tomlison, Livi Sheldon (also known as Diamond from Gladiators), Jill Scott, Sam Thompson, and Sir Mo Farah.

To donate to [Insert School] Soccer Aid for UNICEF Academy fundraiser, visit: [insert link]

For more information about the Soccer Aid for UNICEF Academy and to get involved, please visit [www.socceraid.org.uk/schools](https://www.socceraid.org.uk/schools).

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**Notes to Editors:**

For school media inquiries, please contact [INSERT SCHOOL MEDIA CONTACT]

For Soccer Aid for UNICEF media inquiries, please contact: media@unicef.org.uk

For more information about Soccer Aid for UNICEF, visit www.socceraid.org.uk

**UNICEF UK**

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. Across more than 190 countries and territories, UNICEF work for every child, everywhere, to build a better world for everyone. The UK Committee for UNICEF (UNICEF UK) raises funds for UNICEF’s emergency and development work for children. It also promotes and protect children’s rights in the UK and internationally. It is a UK charity, entirely funded by supporters.