Goal.com Provides Media Partnership for Pope Francis’s ‘Interreligious Match For Peace’

*Through its 35 worldwide editions, Goal.com will support the Interreligious Match for Peace in order to give it greater visibility and relevance to His Holiness Pope Francis’s project*

**Milan, 4th August 2014:** Goal.com, the largest football website in the world, owned by PERFORM, is Media Partner of the Interreligious Match for Peace, scheduled for Monday September 1st, 8.45 pm in Rome, Stadio Olimpico. The event has been strongly desired by His Holiness Pope Francis to symbolically celebrate the possibility to build a world of peace, based on dialogue, fraternity and respect to others whatever religion they practice.

Goal is supporting the initiative with enthusiasm, offering its 35 national editions to give visibility to the big event where past and present world and European champions will participate representing their faiths. Amongst them are legends including Javier Zanetti, asked by the Pope himself to be testimonial and organiser of the event, Zinedine Zidane, Lionel Messi, Gianluigi Buffon, Andrea Pirlo, Roberto Baggio and many other representatives of more widespread religions in the world.

During the weeks preceding the Interreligious Match for Peace, Goal will cover the event, telling the stories of the champions that will play on September 1st. Champions that are brought together by football passion and a big sensibility to the values that joint all the religions and that are synonymous of solidarity, social commitment and peace.

The match not only represents a symbolic event, but is also a charity initiative. The collected funds will be donated to "Un’alternativa di Vita", a charity project supported and promoted by Scholas Occurrentes and P.U.P.I Foundation, in favour of poor children and to create a worldwide net of schools: for this reason Goal has decided to give visibility to the event, to widespread its knowledge and, potentially, to increase the donations.

Goal’s Federico Casotti, Chief editor of the Italian edition commented – “Goal is delighted to support the Interreligious Match for Peace. Through our global network, made of 35 national editions into 16 different languages, we will have the opportunity to bring the message of sharing, care and peace everywhere. We hope that in some part due to our contribution, the initiative strongly desired by Pope Francis will be able to collect the interest and attention it deserves, especially in a moment where the international politic situation sensitizes everybody even more.”
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For additional information:

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About Goal
Goal is the world's largest digital football brand, with 35 editions and over 500 journalists worldwide. Goal provides football supporters with news, videos, in-depth analysis and live scores for leagues and competitions worldwide. In June 2014, Goal attracted 65 million unique users and generated more than 1.2 billion page views (source: Omniture). Goal is a completely multi-platform property, with over 20 million fans and followers across social networks and generates 60% of visitors from mobile devices alone.

www.goal.com

About PERFORM
PERFORM Group PLC is a FTSE 250 listed business and the world’s leading digital sports content group. Through unrivalled global content collection, production and distribution capabilities PERFORM creates digital products that drive traffic, engagement and revenues for over 2,600 of the world’s leading media and betting companies and enable brands to engage with over 180 million sports fans every month.

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