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beIN SPORTS signs PSG super-star Nadia Nadim to host FIFA Women's World Cup show

Nadim's story – from Afghan refugee to the Danish national football team and PSG – will inspire women across the world

DOHA, PARIS, LONDON, SINGAPORE, MIAMI – 8 June 2019 – beIN MEDIA GROUP, the global sports and entertainment group ("beIN"), has announced that Nadia Nadim, one of the world's leading female football players, will host an innovative and inspiring Women's World Cup show across beIN's digital platforms during this year's tournament in France. In addition to Nadia's behind-the-scenes digital shows, beIN is exclusively broadcasting every second of action at the Women's World Cup across 31 countries worldwide.

Nadim, who plays for Paris Saint-Germain and the Danish national team, has one of the most uplifting and inspirational stories of personal triumph through adversity – all thanks to the power of sport. For beIN, she will shine a light on her journey and search for other inspirational sporting stories during the World Cup, as she interviews and interacts with team mates, players, managers, staff and supporters throughout the tournament in France (7 June – 7 July).

The **'World Cup Show with Nadia Nadim'** will be available on beIN's YouTube and Facebook channels, whilst fans can also follow her journey on Instagram and Twitter using the hashtag #beINSPIRED19.

Nadim, who has also represented Manchester City and Portland Thorns, is one of the best footballers in the world and has overcome the most astonishing challenges to compete at the top of the world game**. While her national team, Denmark, did not qualify for the FIFA Women's World Cup France 2019™, Denmark's loss is beIN's gain as Nadia will be joining the global sports broadcaster for the carnival of football in France this summer.

THE FIRST 'beINSPIRED' TOURNAMENT

Last month beIN launched a new global initiative to encourage women across the world to play more sport under the new branding of "beINSPIRED", through which beIN will provide a global platform to events and talent that haven't, historically, been given the exposure they deserve. The FIFA Women's World Cup – which beIN will distribute across more countries than any other global broadcaster – will be the first beINSPIRED tournament aired on beIN SPORTS, with more tournaments to follow as beIN uses the power of broadcasting to inspire the next generation of athletes and fans to participate in sport, regardless of gender, race or background.

Yousef Al-Obaidly, CEO of beIN MEDIA GROUP, said: *"We were immensely proud to launch beINSPIRED last month and our announcement of Nadia's new show for the Women's World Cup is just one of many initiatives we will be rolling out over the coming months. beINSPIRED is our stated ambition as a global broadcaster to inspire the next generation to participate in sport, and I cannot think of a more inspiring athlete or a better role model than Nadia to lead our first major beINSPIRED project."*

Nadia Nadim, Paris Saint-Germain Féminines and Denmark, said: *"I am incredibly excited to launch the new Women's World Cup show with beIN SPORTS and I encourage everybody – from the biggest football fans to those who have never watched a women's match before – to follow my journey across France. I will shine a light on truly inspirational stories of the World Cup and give a unique insider's view of the tournament that you will not see with any other broadcaster. beINSPIRED is a fantastically powerful and bold project by beIN, and I am delighted to play my part in their first beINSPIRED tournament."*

- Watch 'World Cup Show with Nadia Nadim' trailer here: <https://we.tl/t-jcV5TOizz6>
- Download the beINSPIRED logo here: <https://we.tl/t-nFJxMEuKdr>
- Follow Nadia's journey using #beINSPIRED19



****NADIA NADIM – AN INSPIRING STORY**

Nadia was born in Afghanistan in 1988, and raised by her mother and father along with four sisters.

When she was young, she received the heartbreaking news that the Taliban had murdered her father. With Afghanistan being an unsafe place for 6 women to live together, they were forced to flee the country for England. However, the truck that was supposed to take them to London – where Nadia had relatives – took them to Denmark instead, where they received refugee status.

Having settled in a refugee camp, Nadia discovered a nearby training ground of local football team Gug Boldklub. After some time, Nadia – with her sisters in tow – plucked up the courage to ask the team's coach if they could join in the session. The answer was 'yes', and so began the budding career of Nadia Nadim, which has taken her to the USA, UK and now France. She has represented Portland Thorns, Manchester City and Paris Saint-Germain, as well as winning more than 80 caps for the Danish national team.

Incredibly, outside of football, Nadia has graduated from medical school and is a trained surgeon, and speaks 11 languages.

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beIN MEDIA GROUP is a leading independent global media group and one of the foremost sports & entertainment networks in the world. The group distributes and produces an unrivalled array of entertainment, live sport and major international events across 5 continents, 43 countries and in 7 different languages spanning Europe, North America, Asia, Australasia and the Middle East & North Africa (MENA).

beIN MEDIA GROUP's flagship sports network, **beIN SPORTS**, holds the single largest portfolio of sports rights of any global broadcaster; and through its iconic **MIRAMAX** film studio, beIN holds an extensive library of Hollywood blockbusters while having a growing presence in series and movies production and distribution, as well as in the digital space. beIN MEDIA GROUP acquired **Digiturk**, the leading pay-tv operator in Turkey, in August 2016; and now has over 55 million subscribers worldwide.

For more information on beIN MEDIA GROUP, please contact: mediaoffice@bein.net.