



beIN SPORTS and Generation Amazing enter Strategic Partnership to support global football for development programme and promote GA Festival 2019

Doha, Qatar – 16 December 2019: beIN SPORTS, beIN MEDIA GROUP's flagship sports network, has signed a Memorandum of Understanding ("MoU") with the Supreme Committee for Delivery & Legacy (SC)'s Generation Amazing programme, which uses football for development programmes to educate young people across Qatar, the Middle East, Asia and the world.

beIN SPORTS and Generation Amazing will work together over the coming years on several joint programmes and events in Qatar and across the Middle East & North Africa ("MENA"), including joining forces to reach, educate and empower over 1 million young people by 2022. Established in 2010 during Qatar's successful bid for the 2022 FIFA World Cup™, Generation Amazing uses football for development initiatives that teach social and life skills to address issues in countries with an identified need, in line with the United Nations Sustainable Development Goals.

As Generation Amazing's official Media Partner, beIN SPORTS will take part in the Generation Amazing 2019 Festival which will be the kick-off event within a series of festivals leading up to 2022. The festival aims to set new standards regarding the use of football for good to achieve total inclusivity regardless of gender, religion, race or age.

The Generation Amazing Festival 2019 kicks off from 15 to 19 December at Qatar Foundation's Oxygen Park, aiming to inspire a generation of young leaders to make a difference in their communities from Qatar, the Middle East, Asia, Europe and the Americas, by using the inspiring power of football to create social change. Running alongside the FIFA Club World Cup Qatar 2019™, over 170 youth participants from 12 countries, including Qatar, Oman, Jordan, Lebanon, Pakistan, India, the Philippines, Nepal, Italy, Belgium, the UK and Brazil will be participating.

With beIN SPORTS being the leading sports network in MENA and broadcasting across 24 countries in the region, it is well placed to support and showcase Generation Amazing's work and inspire even more people over the next few years.

On the strategic partnership with Generation Amazing, Jonathan Whitehead, Head of Sports at beIN SPORTS MENA said: *"We are extremely excited to be partnering with Generation Amazing to support and facilitate such inspiring initiatives. beIN SPORTS and Generation Amazing share similar values when it comes to the positive role that sport can play in society, and this partnership will help both entities achieve their positive common goals. For beIN, this partnership represents a key milestone for our beINSPIRED project, aimed at inspiring the next generation to participate in sport, regardless of gender, race, or background."*

Generation Amazing Director of Marketing and Communications, Moza Al Mohannadi said: *"We are delighted and proud to sign this long term strategic global partnership which will see beIN SPORTS coming on board as our Media Partner as we work towards our shared values and vision of showcasing the inspirational power of football to change lives and communities for the better. With beIN SPORTS and their fantastic broadcast and communications reach we are confident that Generation Amazing will be able to reach new audiences and inspire an entire generation of young people in Qatar, across the region and the world, and empower them to change their communities for the better. We look forward to a successful and inspiring partnership with beIN SPORTS leading up to and beyond 2022."*



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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 9 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.

Generation Amazing is the human and social legacy programme initiated during Qatar's successful bid for the 2022 FIFA World Cup™ in 2010, which uses the power of sport to positively impact lives and create sustainable social development in communities. Targeting vulnerable and displaced people, we develop football pitches or refurbish existing infrastructure, creating safe places to play. To date, we have developed 30 community football pitches across the Middle East and Asia. More than 500,000 beneficiaries have been reached through Generation Amazing football for development programmes, which are currently operating in 8 countries (Qatar, Oman, Nepal, Pakistan, Jordan, Lebanon, Philippines and India). We aim to positively impact one million lives through football for development programmes and education by 2022.

Generation Amazing is on Instagram, Facebook, Twitter and Snapchat @GA4Good and will be using the hashtag #GAFestival2019 at the upcoming Generation Amazing Festival 2019.

We encourage you to share human stories and success stories from the GA Festival 2019 across all of your platforms and channels, and feel free to reach out to our Communications & PR Manager, Matthias Krug (m.krug@sc.qa / 00974 33182022) for any support, questions or content ideas you may have.