

Press release

Migration Museum celebrates the diversity of the England team ahead of their first World Cup match against Tunisia

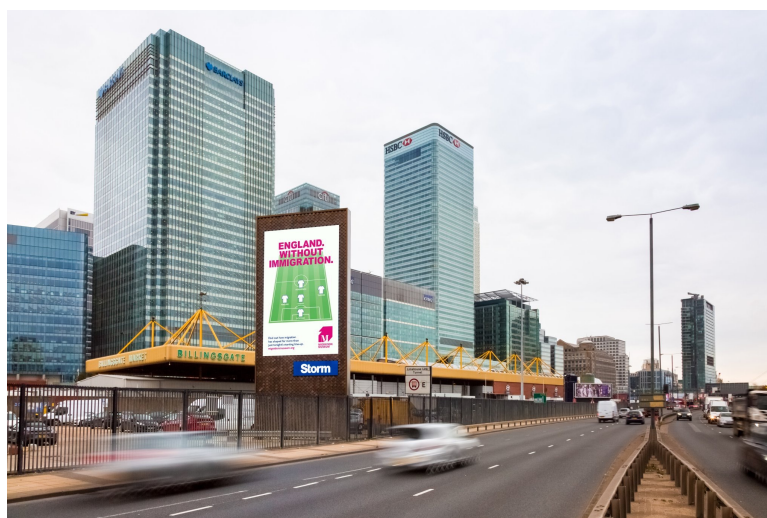
Today (18 June 2018), the Migration Museum highlighted the diversity of the England team by asking what the starting XI would look like without the impact of first and second-generation immigrants.

In partnership with Wonderhood Studios and Clear Channel, the Migration Museum released a five-man team sheet in digital out-of-home and on social media in response to the team announcement before kick-off, championing immigration as a powerful force for good at a moment when all eyes were on the England national team.

“The diverse nature of England’s World Cup team highlights the contribution of migrants in making us who we are today. In fact, if you trace back the family histories of every member of tonight’s team, you would almost certainly find a migration story – whether of immigration, emigration, or both,” said Sophie Henderson, director of the Migration Museum. “But migration has shaped far more than just tonight’s starting line-up. That’s why we are creating an inspiring national museum that puts Britain’s important migration story at the forefront of our national consciousness – where it belongs.”

“Clear Channel is delighted to be able to support this outstanding creative work for The Migration Museum and demonstrate the immediacy, impact and flexibility of digital out of home,” said William Eccleshare, Chairman and CEO of Clear Channel International.

ENDS



Notes to editors

About the Migration Museum

The Migration Museum is shining a light on the many ways that the movement of people to and from Britain across the ages has shaped who we are today through the creation of an inspiring national museum, a far-reaching education programme, and a knowledge-sharing network of museums and galleries across the UK. The Migration Museum is currently based at The Workshop, 26 Lambeth High Street, London SE1 7AG.

For more information, visit migrationmuseum.org and follow us on Twitter (@MigrationUK), Facebook (MigrationMuseumProject) and Instagram (MigrationMuseumProject).

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