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## Press release

### Football Moves People – Euros campaign highlights how migration has shaped football

The Migration Museum is launching a new campaign today (11 June 2021) as Euro 2020 kicks off highlighting how migration has shaped the beautiful game.

All of the 26 nations competing at this year's Euros have players in their squads currently playing outside of their home countries, while more than half of the England squad have at least one parent or grandparent born outside the UK. And the game itself was originally exported around the world by emigrants from the British Isles. Yet despite this, migration is not a part of football conversations.

Football Moves People is a digital and out-of-home campaign that aims to change this – placing migration at the heart of national conversations around football during the Euros and beyond. The campaign aims to drive reappraisal of the centrality and positive impact of migration on UK sport, culture and society.

Led by the Migration Museum, in conjunction with a range of creative and content partners, Football Moves People will be taking over billboards, pub screens and social media across the country during the Euros, with real-time football content and personal stories exploring how the movement of people to and from the UK has shaped football – and the people who play it.

Highlights include:

- An out-of-home poster campaign created by Wonderhood Studios showcasing the diverse family roots of key England players, from Raheem Sterling to Harry Kane.
- Real-time digital and out of home teamsheets and full-time score graphics by Wonderhood Studios showing what England's line-ups and results would look like without 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> generation immigrants.
- A dynamic social media hub with content produced by fans and football partners for fans.
- In-depth family histories of key players at this year's Euros by Find My Past.
- Historical spotlights highlighting migrants who have shaped the beautiful game.
- A display in the heart of a busy shopping centre celebrating South London Football Heroes, from Ian Wright to Mary Phillip.

"It's no exaggeration to say that without migration, football as we know it wouldn't exist. But migration has shaped far more than football. It goes to the heart of who we all are, where we come from and where we're going – as individuals, as communities and as nations. It's time to put migration at the heart of our national conversations, and with tens of millions of us watching the Euros this summer, where better to start than with football," says Robyn Kasozi, Head of Public Engagement at the Migration Museum.

"The movement of people to and from Britain is such a huge part of shaping who we are today. We are excited to work on this project with the Migration Museum to positively reappraise what migration means through something as relatable as football," said Ads Dechaux and Phil LeBrun, creatives at Wonderhood Studios.

For more information, visit [www.migrationmuseum.org/footballmovespeople](http://www.migrationmuseum.org/footballmovespeople), follow [@MigrationMuseumUK](https://www.instagram.com/MigrationMuseumUK) on Instagram, [@MigrationUK](https://twitter.com/MigrationUK) on Twitter or search #FootballMovesPeople on Instagram, Twitter and Facebook.

## ENDS

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# Notes for editors and FAQs

## What is Football Moves People?

Football Moves People is a digital and out-of-home campaign highlighting how migration has shaped football – and the people who play it.

Tapping into football mania around the Euros this summer, Football Moves People will place migration at the heart of fan conversations during the Euros through real-time football content – from imagining what England’s starting-line ups or final scores would look like without players with parents or grandparents born outside the UK to interactive trivia and quizzes – player histories and personal stories exploring how the movement of people to and from the UK has shaped football and the people who play it at all levels.

## Where can I see it?

Football Moves People will be taking over billboards and pub screens across the UK, as well as the Migration Museum’s social media channels and those of a wide range of partners, for the duration of the men’s Euros (11 June–11 July 2021). Wherever you’re watching or engaging with the Euros, we hope that you’ll see it.

The Migration Museum has also created a window display in its current venue in the heart of Lewisham Shopping Centre celebrating South London’s football heroes: footballers from all backgrounds who have made a difference to our local community, as nominated by South Londoners via social media. The display is being unveiled today (10 June 2021) and will be on display throughout the summer to passers-by in the shopping centre.

## How long is it running for?

Football Moves People will run across social media for the duration of the men’s Euros (11 June–11 July 2021). Digital screen content will be on display from 13 June 2021, with posters and billboards on display in locations nationwide from 14 June 2021. The South London Football Heroes window display will be up in the heart of Lewisham Shopping Centre throughout the summer.

## Why football?

Football is our national sport, a game that millions of people across the UK from all ages and backgrounds are passionate about – arguably never more so than this summer, when England, Scotland and Wales will be competing at a major men’s tournament for the first time since 1958, with almost a quarter of the games being played at Wembley or Hampden Park and all games broadcast on TV and screened at pubs and fan zones across the UK.

During the 2018 World Cup, the Migration Museum and Wonderhood Studios created a graphic illustrating what England’s starting line-up for the first group game against Tunisia would look like without first- and second-generation immigrants, displayed on giant digital advertising screens across England and on social media. The graphic went viral, with well over half a million views on Facebook alone.

This summer, the Migration Museum, in conjunction with a wide range of content and creative partners, are planning a larger-scale campaign to place migration at the heart of conversations about football during the Euros.

## Why now?

There has never been a better or more relevant time to reframe conversations around football and migration. Football is facing a moment of reckoning. From Black Lives Matter to online abuse and child poverty, footballers are increasingly speaking up. And as the growth in racist abuse directed towards players on social media and the divided reaction among fans to players taking the knee in recent weeks has shown, no longer can the sport and its fans remain detached from wider social issues and debates.

Migration is a topic that is often seen as political, polarising and divisive. But it doesn’t have to be like this. Far from dividing us, it’s a subject that has the potential to unite us through shared experience and family histories. After all, if you peel back the layers of almost everyone’s family tree – whether England, Scotland or Wales players or the fans cheering them on this summer – you will find stories of migration, whether internal, immigration, emigration, or all of the above. Football Moves People – and it’s time we talked about it.

## Who is behind the campaign?

Football Moves People is led by the Migration Museum, in conjunction with a wide range of partners including Wonderhood Studios, Find My Past, Sports Interactive, Goal Click and SetPlay App.

### About the Migration Museum

The Migration Museum explores how the movement of people to and from Britain across the ages has shaped who we are – as individuals, as communities, and as a nation. Britain has thousands of museums, but none comprehensively focused on this important theme that connects us all. The time is right for a highly relevant, accessible visitor attraction that shines a light on who we are, where we come from and where we are going.

From its current home in the heart of Lewisham Shopping Centre, the Migration Museum stages engaging, interactive exhibitions and dynamic events, alongside a far-reaching education programme for primary, secondary, university and adult learners. It has a growing digital presence and convenes a knowledge-sharing Migration Network of museums and galleries across the UK.

For more information, visit [www.migrationmuseum.org](http://www.migrationmuseum.org)

### About Wonderhood Studios

Wonderhood Studios is a new kind of creative company. Driven by unique forms of collaboration, we use the power of creativity to grow ambitious brands and get them talked about. As an independent studio, we work with some of the most talented and innovative creators, platforms, and brands in the world including Three, Nike, Branston, and Starling Bank.

For more information, visit [www.wonderhoodstudios.com](http://www.wonderhoodstudios.com)

## How can I find out more?

Website: [www.migrationmuseum.org/footballmovespeople](http://www.migrationmuseum.org/footballmovespeople)

Instagram: [@MigrationMuseumUK](https://www.instagram.com/MigrationMuseumUK)

Twitter: [@MigrationUK](https://twitter.com/MigrationUK)

Facebook: [@MigrationMuseumUK](https://www.facebook.com/MigrationMuseumUK)

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## Example campaign assets and creative

### Starts

An out-of-home poster campaign created by Wonderhood Studios showcasing the diverse family roots of key England players, from Raheem Sterling to Harry Kane. These posters will be displayed in cities nationwide, including areas where featured players grew up, bringing migration stories of key players to the forefront of our local and national consciousness.



### Line-ups and scores

England Without Immigration: real-time digital and out of home teamsheets and reactive full-time score graphics created by Wonderhood Studios showing what England's starting line-ups and results would look like without first-, second- and third-generation immigrants, released in the run-up to kick off and at full time for key England games during the Euros.



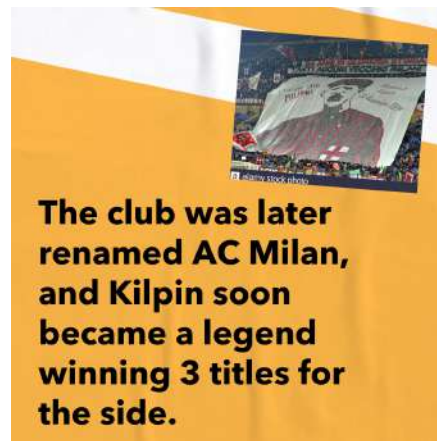
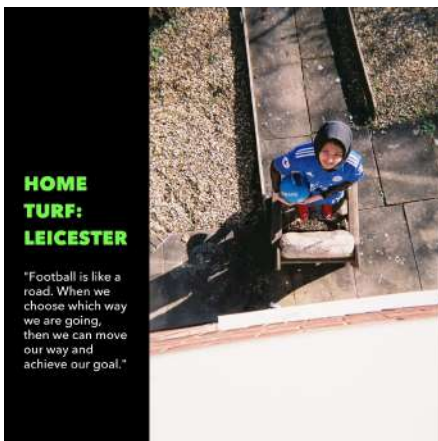
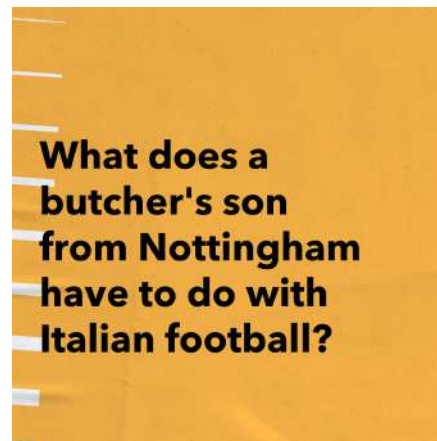
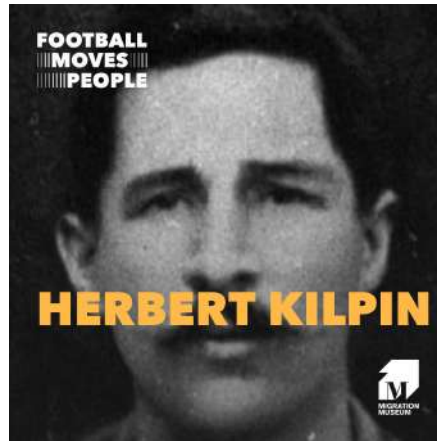
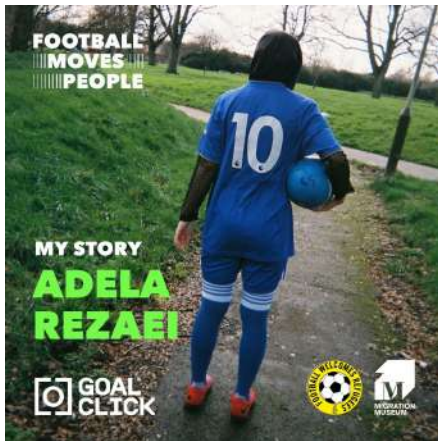
### South London Football Heroes

A window display at the Migration Museum's current venue in the heart of Lewisham Shopping Centre celebrating South London Football heroes, footballers from all backgrounds who have made a difference to our local community, as nominated by South Londoners via social media.



## Dynamic Social Content

A wide range of social content – from player histories to personal stories and trivia – produced by the Migration Museum and a range of partners exploring how the movement of people to and from the UK has shaped football and the people who play it at all levels.



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