

# Soccer Aid for UNICEF 2024

Published Tue 19 Mar 2024



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## Soccer Aid for UNICEF 2024

Soccer Aid for UNICEF takes place on Sunday 9th June at Stamford Bridge. Tickets are on sale now at [socceraid.org.uk/tickets](https://socceraid.org.uk/tickets)

- **Celebrity debutants:** Sam Thompson, Bobby Brazier and Erin Doherty
- **Sports-people debutants:** Eden Hazard, Frank Lampard, Stuart Broad and Gladiator's Diamond
- **Show Hosts:** Alex Scott and Dermot O'Leary
- **Match Commentators:** Sam Matterface and Iain Stirling
- **Celebrity returners:** Robbie Williams, Roman Kemp, Martin Compston, Lee Mack, Steven Bartlett, Paddy McGuinness, Alex Brooker, Tom Grennan and Maisie Adam
- **Sports-people returners:** Usain Bolt, Harry Redknapp, Mauricio Pochettino, Jesus Perez, Jill Scott, Karen Carney, Jermain Defoe, Sir Mo Farah,

David James, Tommy Fury, Gary Cahill, David Seaman, Roberto Carlos, Joe Cole and Jack Wilshere

- **Robbie Williams:** “Soccer Aid is one of the biggest sources of joy in my life”
- **Bobby Brazier:** “I'm hoping that all my dance training will help!”
- **Sam Thompson:** “Frank Lampard is a living legend – now he’s my manager!”
- **Diamond:** “I won’t be hiding my competitive side – I’m here to win!”
- **Erin Doherty:** “Once-upon-a-time, I was scouted to play for Chelsea Women”
- **Alex Scott:** “Money raised really will make such a difference to children everywhere”
- **Dermot O’Leary:** “Give children a chance to grow up happy and healthy”
- **Frank Lampard:** “Managing the Soccer Aid England team is a proud moment”
- **Eden Hazard:** “My Chelsea family – I can’t wait to see you again”
- **Mauricio Pochettino:** “The 2023 match was a great experience – I am delighted to be back”
- The match will take place on Sunday 9th June at Stamford Bridge, London
- A family of four – two adults, two children – can attend for £60
- Soccer Aid for UNICEF has raised over £90 million for UNICEF since 2006
- The game will air live and exclusively on ITV, STV and ITVX
- Soccer Aid World XI FC will wear a limited edition adidas kit
- England will wear a specially commissioned Euro ‘96 kit remake – five days before Euro ‘24
- Since the first match in ‘06, England have won five times and the World XI have won seven
- A half-time entertainment show will be announced in due course, as will Fan Zone details
- 35 names were announced today, including seven debutants – more to follow!
- Tickets for the game are on sale now via [socceraid.org.uk/tickets](https://socceraid.org.uk/tickets)

**Soccer Aid for UNICEF 2024** tickets went on sale this morning following news that Bobby Brazier, Sam Thompson, Erin Doherty, Frank Lampard, Stuart Broad, Eden Hazard and Gladiator’s Diamond will all make their debuts in the charity match on Sunday 9th June, at Stamford Bridge. Two adults and two children can attend for £60. Tickets include access to a pre-game ‘Fan Zone’ and ‘Player Arrivals Area’.

**Bobby Brazier** is swapping his dancing shoes for football boots, as the twinkled-toed youngster moves from the ballroom to the boot-room! The twenty-year-old will be hoping that his soft shoe shuffles on *Strictly Come Dancing* will serve him well when the ball is at his feet.

**Sam Thompson**, who won the twenty-third series of ITV's *I'm A Celebrity... Get Me Out of Here!* will bring his famous energy and enthusiasm to the England team. A long-time Chelsea fan, the thirty-one-year-old lives a short walk from Stamford Bridge and is a regular at the Blues' home games. After Harry Redknapp and Jill Scott, he is the third '*I'm A Celeb...*' winner to take part in Soccer Aid.

**Erin Doherty** played the young Princess Anne in Netflix's *The Crown* – after all, a game on London's famous King's Road would not be complete without a royal appointment! The thirty-one-year-old actress was once a promising junior footballer, previously scouted by Chelsea Women. She will finally get to play at Stamford Bridge this summer.

**Diamond** – real name Livi Sheldon – is the Gladiators' star who packs a punch! The six-foot twenty-nine-year-old has become a household name in recent weeks thanks to her exhilarating displays full of power and speed. A bodybuilder and former Worcester City Ladies player, she is set to give the England team a headache.

**Frank Lampard**, one of Chelsea's greatest-ever players, makes a return to Stamford Bridge – and will manage England. The former Blues' midfielder, who scored 147 goals for the south-west Londoners over 13 years, will take charge of the Three Lions alongside his uncle, Harry Redknapp! Current Chelsea Manager Mauricio Pochettino will take charge of the Soccer Aid World XI FC for the second year running.

**Eden Hazard** is widely regarded as one of the best players of his generation. A modern-day Chelsea legend, the attacking midfielder was adored by Blues' fans and envied by rival supporters in equal measure! Hazard has not played at Stamford Bridge since leaving for Real Madrid in a £150 million transfer five years ago. Soccer Aid '24 will be Hazard's homecoming.

The live show on ITV1, STV and ITVX will be hosted by UNICEF UK Ambassador Dermot O'Leary, who will be joined once again by UNICEF UK High Profile Supporter, Alex Scott. Sam Matterface returns as Commentator, with Iain Stirling on Co-Comms duty. A half-time entertainment show will also be announced in due course. Previous performers include Rita Ora, Robbie Williams and Tom Grennan.

England have won five times since the game began in 2006 – but their last victory came in 2018. They trail the Soccer Aid World XI FC who have won the fixture seven times – and are on a record five-year winning streak.

England will take to the pitch in a specially commissioned Euro '96 kit. This is ahead of Euro 2024 – the first game of which is just five days after Soccer Aid. The Soccer Aid World XI FC will wear adidas for the first time ever with a limited edition kit officially unveiled today. The first 500 shirts are available to pre-order via Pro:Direct – for [men](#), [women](#) and [children](#).

More famous faces are set to be revealed in the coming weeks but those announced today for the Soccer Aid World XI FC are: Mauricio Pochettino (Manager), Jesus Perez (Coach), Usain Bolt (Captain), Eden Hazard, Roberto Carlos, Martin Compston, Maisie Adam, Roman Kemp, Lee Mack, Tommy Fury and Diamond.

For England: Frank Lampard (Co-Manager), Harry Redknapp (Co-Manager), Robbie Williams (Co-Manager), Jill Scott (Captain), Paddy McGuinness (Celebrity Goalkeeper), David James (Professional Goalkeeper), David Seaman (Goalkeeping Coach) Jermain Defoe, Jack Wilshere, Karen Carney, Gary Cahill, Tom Grennan, Steven Bartlett, Erin Doherty, Sir Mo Farah, Alex Brooker, Stuart Broad, Bobby Brazier and Sam Thompson.

With a host of celebrities and footballers still to be announced for Soccer Aid '24, it is worth remembering just some of the A-list stars who have taken part in the match previously: Stormzy, Idris Elba, Damian Lewis, Will Ferrell, Mike Myers, Woody Harrelson, Diego Maradona, Zinedine Zidane, Ronaldinho, Alan Shearer, Wayne Rooney, Luis Figo, Edgar Davids, Alessandro Del Piero, Clarence Seedorf, Andriy Shevchenko, José Mourinho and Eric Cantona. Player announcements for the '24 match will continue until the week of the game.

Since 2006 – when UNICEF UK Ambassador Robbie Williams co-founded the concept – Soccer Aid for UNICEF has raised over £90 million, all supporting UNICEF's vital work helping millions of children around the world have happy, healthy, play-filled childhoods. Soccer Aid for UNICEF 2023, at Old Trafford, raised a record-breaking £14.6 million.

The money raised from this year's game could help UNICEF protect children from disease and malnutrition, support their mental health and respond in times of crisis, so they can get back to learning when schools are destroyed. It could also help provide vaccines to prevent common childhood diseases such as measles, so

that children around the world can grow up happy, healthy and able to play.

Soccer Aid for UNICEF is delighted to welcome back returning Principal Partners, Primark and new Principal Partners, adidas. EA Sports FC return as Official Partners. Announcements on further exciting partnerships will be made in due course.

**Robbie Williams said: “Soccer Aid for UNICEF is one of the biggest sources of joy in my life. It is an amazing event. When we launched this nearly two decades ago, I would never have dreamed it would raise as much money as it has.**

**“The main reason the match continues to be such a success, is because the great British public continue to be so generous in supporting UNICEF’s work helping children around the world have happy, healthy, play-filled childhoods. Once again, I am kindly asking you to buy a ticket to the game on Sunday 9th June at Stamford Bridge - the line-up is as star-studded as ever! Thank you for all of your continued support”.**

**Erin Doherty said: “To have the opportunity to take part in Soccer Aid for UNICEF 2024 is an incredible honour for me. It’s quite humbling, actually. Once-upon-a-time, I was scouted to play for Chelsea Women and now - finally! - a dream of mine comes true: playing at a sold-out Stamford Bridge.**

**“When I get to walk out onto that pitch I’ll feel a huge sense of pride. This is a ‘pinch me’ moment! I can’t believe how many star names are taking part this year, it’s truly incredible. This will be one of the best events this summer. I want everyone reading this to be part of it too. So, please buy your tickets - which are on sale today - and support this hugely important cause”.**

**Sam Thompson said: “From watching Chelsea in the stands throughout my life, to walking out at Stamford Bridge and playing in front of thousands of fans! As pretty much everyone knows, I am a massive Chelsea fan, so I can’t quite believe this is actually happening. I know everyone must say this - but this is my actual dream coming true!**

**“I live around the corner from Stamford Bridge and have been to so many Chelsea games over the years, watching my heroes - I can’t quite believe I’m about to play with some of them. I mean Frank Lampard is a living legend and he’s my manager - it’s insane! As you all know, I’m a**

**pretty excitable character but this has put me on a new level! This is a brilliant family day out which I am honoured to be part of. So, buy your tickets and come support Soccer Aid for UNICEF on Sunday 9th June”.**

**Bobby Brazier said: “To have the opportunity to take part in this year’s Soccer Aid for UNICEF is amazing! We all know what a great cause this is and you can help support it too - tickets are on sale today. I’m hoping that all my dance training will help with my endurance when I’m up against Usain Bolt and company! It might even give me the twinkle toes needed for some silky skills - we’ll see!**

**“I’m actually a Spurs fan, so technically I’ll be playing behind enemy lines at Stamford Bridge - but I’m keeping that a secret. It would be great to score a goal in the game. Who knows - I’ll have to have a think what my celebration will be. Looking forward to seeing you all on Sunday 9th June”.**

**Diamond said: “Growing up, I’ve always watched Soccer Aid for UNICEF and wanted to take part in the match. When I talk to people about it, everyone has a favourite memory from the show. So, it’s a really special thing to be part of and I am genuinely looking forward to taking part. I won’t be hiding my competitive side either, I am here to win!**

**“I’m hoping my previous football experience will help me, as will my strength training. Diamonds are the hardest thing in the world remember! I am sure I will definitely be able to hold my own on the pitch. This is a fantastic family day out, so buy your tickets now and come support us on Sunday 9th June at Stamford Bridge”.**

**Alex Scott said: “I’ve been so lucky to see some of the work made possible by Soccer Aid for UNICEF helping children around the world to get the absolute best start in life and giving them the chance to just be children, even in the toughest of situations.**

**“This year’s Soccer Aid for UNICEF is back in London and with such an incredible line up, I can’t wait to be a part of it. The money raised really will make such a difference to children everywhere, so I hope as many people as possible come along and support it”.**

**Dermot O’Leary: “We’re one big team at Soccer Aid for UNICEF, united by a goal to help protect play for children everywhere, and I’m thrilled to be part of that team once again this year. For millions of children around**

**the world, conflicts and disasters are destroying their safe spaces to play and hunger and disease are leaving them unable to grow up healthy and strong.**

**“Buying a ticket for this year’s star-studded match will help give children a chance to grow up happy and healthy and, whoever you support, I know it’s going to be an absolutely fantastic night at Stamford Bridge”.**

**Frank Lampard said: “Playing in front of a sold-out crowd at Stamford Bridge is special - for any player, on any occasion. I’m excited to be doing that again - this time with Soccer Aid for UNICEF. Managing the Soccer Aid England team with Harry will be a proud moment and great fun - but the main focus is rightly on the millions of pounds we can all raise together. So, please buy your tickets for Sunday 9th June and lend us your support”.**

**Eden Hazard said: “My Chelsea family - I am coming home on Sunday 9th June! I can’t wait to see you all again. Playing at Stamford Bridge was always amazing. We won so many trophies together there. Some of the very best memories I have in football - seven brilliant years. I miss them.**

**“As I enter a new chapter, we can write new history with Soccer Aid for UNICEF. Together, we can and will raise millions of pounds for children across the world. So, buy your tickets and let’s have a great day together in June”.**

**Mauricio Pochettino said: “Soccer Aid for UNICEF is a huge event - and one I am delighted to be part of again. The 2023 match was a great experience to be a part of and that is why I was more than happy to accept a return this year, particularly as it will be at Stamford Bridge and with Frank Lampard, a Chelsea legend, in the opposing dugout for England.**

**“We raised so much money last year, and I hope we can do the same this time, so please get involved and buy your tickets. A sold-out Stamford Bridge generates an incredible atmosphere and we want the players who are part of Soccer Aid 2024 to enjoy that same feeling when they step out on to the pitch on Sunday 9th June.”**

Steve Marks, Senior Director of Brand Communications at adidas, said: "**We are excited to announce our partnership with Soccer Aid for UNICEF, a collaboration that exemplifies our shared commitment to not only fostering global football talent but also to making a positive impact in communities around the world. We are proud to work alongside an initiative that stands at the intersection of sport and social good, with a partnership that embodies our belief that through sport, we have the power to change lives**".

Tickets for the game are on sale now via [socceraid.org.uk/tickets](https://socceraid.org.uk/tickets) with a family of four able to attend for £60 – two adults and two children. Tickets include access to a pre-game 'Fan Zone' and 'Player Arrivals Area'.

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## **Notes to Editors:**

### **Soccer Aid Productions Limited**

The multi-stakeholder project of Soccer Aid for UNICEF is run by Soccer Aid Productions, a collaboration between UNICEF UK and Triple S Events which is part of the Triple S Sports & Entertainment Group.

### **UNICEF UK**

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, UNICEF work for every child, everywhere, to build a better world for everyone. The UK Committee for UNICEF (UNICEF UK) raises funds for UNICEF's emergency and development work for children. It also promotes and protect children's rights in the UK and internationally. It is a UK charity, entirely funded by supporters.

### **ITV Social Purpose**

ITV's Social Purpose is about using the power of ITV to shape culture for good, through using creativity and scale to inspire positive change in the world, and to nurture a responsible and inclusive working environment. ITV's social purpose encompasses four priorities - better health, diversity and inclusion, climate action and giving back, all with their own measurable goals. For more information go to [itvplc.com/socialpurpose](https://itvplc.com/socialpurpose)

### **Initial**



Initial, part of Banijay, the UK's largest television production group, have been the producer of all 13 Soccer Aid shows since its inception in 2006. Experienced in making premium entertainment and ambitious reality programmes, credits include hit shows such as brand-new *Celebrity Big Brother*, *Big Brother*, *Total Wipeout*, *Tenable*, and *Beauty and The Geek*.

### **Triple S Sports & Entertainment Group**

The Triple S Sports & Entertainment Group is a full-service sports and entertainment group operating in multiple industry sectors and countries. As a long-standing and expert agency with highly experienced personnel, it offers a range of services, including: talent management, event management, commercial rights exploitation, financial and legal advice, PR consultancy, social media and digital production, contract transfer and negotiation management and crisis management services. The Group represents some of the highest-profile sporting professionals in the UK as well as renowned personalities in the entertainment industry. Triple S has also been responsible for some of the biggest sports entertainment TV events in the UK.

### **adidas in football**

adidas is the global leader in football. It is the official supplier of the most important football tournaments in the world, such as the FIFA World Cup™, the FIFA Women's World Cup™, the UEFA European Football Championship™, the UEFA Champions League™ & the UEFA Women's Champions League™. adidas also sponsors some of the world's top clubs including Real Madrid, Manchester United, Arsenal, FC Bayern Munich and Juventus. adidas is also partner to some of the best athletes in the game including Leo Messi, Jude Bellingham, Mohamed Salah, Pedri, Florian Wirtz, Alessia Russo, Paulo Dybala, Lena Oberdorf, Gabriel Jesus, Roberto Firmino, Joao Felix, Serge Gnabry, Son Heung Min, Karim Benzema, Vivianne Miedema, Mary Fowler, and Wendie Renard.

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