

SOCCER AID FOR UNICEF 2025 LAUNCH

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In a world first, Tyson Fury will co-manage England at Soccer Aid for UNICEF alongside Wayne Rooney who is out of retirement to play and manage alongside the former heavyweight champion of the world. In a mouthwatering prospect, Fury has refused to rule out substituting himself on during the match to form a stunning attacking line-up with Manchester United's all-time record goal-scorer Rooney.

Tickets for the match went on sale this morning following news that **Angry Ginge; Joe Hart; Nadia Nadim; Steph Houghton; Toni Duggan and Leonardo Bonucci** will all make their debuts in the charity match on Sunday 15th June at Old Trafford, Manchester. **Louis Tomlinson** returns to the match eight years after his original appearance in 2016. The game takes place on Father's Day and adult tickets are available from £20 and juniors from £10. Tickets include access to a pre-game 'Fan Zone' and 'Player Arrivals Area'. Even more players will be announced over the coming weeks.

Tyson Fury said: “Tyson Fury: ENGLAND MANAGER! Who would ever have thought it!? I have had some big fights in my career and the prospect of leading my England team to victory this June fills me with just as much excitement as any heavyweight fight! Everyone knows that I am a huge Manchester United fan too, so it’s even more special for me that the game is at Old Trafford this year - and I get to manage one of my heroes, Wayne Rooney! How can we lose!? The work UNICEF does all around the world is so special and so important. I really hope that you can come along and support us this summer.”

Wayne Rooney said: “I enjoyed the last time I was involved at Soccer Aid so much that when the call came for the 2025 match it was a really easy decision! I’m a big boxing fan, so to do it alongside Tyson Fury is fantastic. It really sums up how brilliant Soccer Aid is. We have this in common: we’ll both be taking it incredibly seriously! Obviously it’s great to lace-up the old boots again - and see some old friends - but the cause is the real reason we are doing this. UNICEF needs our help. So, I promise we’ll put on a show for you this June if you buy your tickets to help raise money for UNICEF and for children around the world.”

Louis Tomlinson said: “Manchester! It’s about ten years since I last turned out for Soccer Aid, so I thought it was about time I returned to the pitch. As everyone knows, I am a massive football fan so playing with some legends of the game is a dream come true. Wayne Rooney with Tyson Fury in the manager’s seat - it’s gonna [sic] be a good one! It’s all for an amazing cause: UNICEF. Please buy your tickets and support the incredible work they do.”

Robbie Williams said: “I have been completely blown away by the success of Soccer Aid for UNICEF. Never in my wildest dreams did I think it would be this successful. I’m so proud that Soccer Aid has raised more than £106 million for UNICEF since 2006 - very few things in life give me as much joy as knowing children’s lives will have been made better because of it. Last year, the match raised £15 million and we want to make this year bigger and better than ever! Buy your tickets for this iconic star-studded match on Sunday 15th June at the legendary Old Trafford.”

More famous faces are set to be revealed in the coming weeks but those announced today for the Soccer Aid World XI FC are: Leonardo Bonucci; Kaylyn Kyle; Nadia Nadim and Diamond (Livi Sheldon).

For England: Tyson Fury (Co-Manager); Wayne Rooney (Co-Manager & Player); Harry Redknapp (Co-Manager); Vicky McClure (Co-Manager); David James (Goalkeeper Coach); Joe Hart (Professional Goalkeeper); Paddy McGuinness (Celebrity Goalkeeper); Gary Neville; Paul Scholes; Jermain Defoe; Jill Scott; Steph Houghton; Toni Duggan; Tom Grennan; Sam Thompson; Sam Quek; Steven Bartlett; Sir Mo Farah; Louis Tomlinson; Angry Ginge and UNICEF UK High Profile Supporter, Alex Brooker.

Leonardo Bonucci said: **“I’m honoured to represent the Soccer Aid World XI FC - as a proud Italian! - on Sunday 15th June at Old Trafford. I’ve heard so much about this great event over the years, so I’m really happy to finally make my contribution to this great cause. Thank you to Robbie Williams for the invitation! I’ll do everything I can to make things difficult for some of my great rivals - in particular: Wayne Rooney and Paul Scholes! I am so looking forward to seeing the Theatre of Dreams full of passionate fans. I know it’s a charity game - but I want to win, badly! I just hope I don’t make Tyson Fury too angry in the process!”**

Soccer Aid for UNICEF will be live on ITV1, ITVM, STV and STV Player, hosted by UNICEF UK Ambassador Dermot O’Leary and UK High Profile Supporter, Alex Scott. Sam Matterface returns as Commentator, alongside the voice of Love Island and BAFTA award-winning comedian, Iain Stirling, as Co-Commentator of the live match. A half-time entertainment show will also be announced in due course. Previous performers include Tom Grennan and UNICEF UK Ambassadors Rita Ora and Robbie Williams.

UNICEF UK Ambassador, Dermot O’Leary said: **“Soccer Aid for UNICEF is an incredibly special event - and means a great deal to me personally as a UNICEF UK Ambassador, host and producer, but even more so as a parent. The game this year is on Father’s Day, so it takes on even more significance. Buying a ticket for this year’s star-studded match will help UNICEF give children everywhere a chance to grow up happy, healthy and with hope for the brightest future possible. I know it’s going to be an absolutely fantastic night at Old Trafford.”**

UNICEF UK High Profile Supporter, Alex Scott said: **“I’ve been privileged to see, first-hand, some of the life-changing work made possible by Soccer Aid for UNICEF. The money you give to this cause really does help children around the world to get the absolute best start in life - and frankly, just giving them the chance to be children even in the toughest of situations. This year’s Soccer Aid for UNICEF is at Old Trafford,**

Manchester on Sunday 15th June and - as usual - has an amazing line-up of celebrities and footballers. I can't wait to be a part of it and hope that you'll join us for one of the events of the summer."

UNICEF UK High Profile Supporter, Alex Brooker said: **"Being part of Soccer Aid for UNICEF has been one of the best things I've ever done and I'm so excited and feel privileged to be asked back again. From a football fan's point of view, it's absolutely living the dream - playing alongside your heroes and living like a footballer for a few days. But the ultimate goal and why we're all here is to keep raising money for UNICEF to help them continue their vital work for children all over the world. I've seen first-hand the difference the money raised makes so please buy your tickets for Sunday 15th June at Old Trafford and help support an incredible cause. I can't wait!"**

Paddy McGuinness said: **"This year's Soccer Aid match at Old Trafford is going to be an absolute belter! I genuinely love this event - it's a highlight of the year for me. I've been involved for many years now and still can't believe it has become the world's biggest charity football match. I don't run around quite as much as I used to, which is why I play in goal now - I'm representing all the dads out there, which is funny because the game takes places on Father's Day this year - Sunday 15th June. What better present for your old man than tickets to Soccer Aid!?"**

Since 2006 - when UNICEF UK Ambassador Robbie Williams co-founded the concept - Soccer Aid for UNICEF has raised over £106 million, all supporting UNICEF's vital work around the world working with families, communities and trusted partners to support children to grow up safe, healthy and able to play. The money raised from this year's game could help UNICEF provide life-changing support for a child, like clean water, vital vaccinations or the opportunity to learn, so every child can get the best start in life.

Soccer Aid for UNICEF is delighted to welcome back returning Principal Partners, Primark, EA Sports and Adidas and new partners TOM Insurance and Suzuki.

Tickets for the game are on sale now via socceraid.org.uk/tickets - adult tickets from £20 and juniors from £10. Tickets include access to a pre-game 'Fan Zone' and 'Player Arrivals Area'.

ENDS

Tagline to accompany all resultant uses of this press release

- Soccer Aid for UNICEF takes place on Sunday 15th June at Old Trafford, Manchester. Tickets are on sale now at socceraid.org.uk/tickets

For more information

- Media-related enquiries: media@socceraidproductions.com
- Picture and video-related enquiries: pictures@socceraidproductions.com

SOCCER AID FOR UNICEF 2025 LAUNCH -

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Further quotes - listed in surname order:

- Steven Bartlett said: **“Year-after-year, Soccer Aid for UNICEF is such a memorable experience for everyone who takes part, comes to the stadium or who watches at home. Together, we’re proving that the power of football can change children’s lives around the world - one goal at a time. We need your support though. So, please buy a ticket and enjoy a fantastic day knowing that, together, we are raising money for a brilliant cause.”**
- Jermain Defoe said: **“I love taking part in Soccer Aid for UNICEF, putting my boots back on and playing for England. Playing for your country is always an amazing day and experience - being back with teammates and sharing the pitch with some great players. Let’s hope England win again and we raise as much money as possible for this incredible cause.”**
- Diamond said: **“I think I know why the World XI lost last year - we didn’t play the ‘diamond formation’! Maybe we’ll learn the lessons from 2024 and steal the trophy back from England! Last year, I was blown away by the support and love for Soccer Aid for UNICEF. You forget just how big an occasion it is and the amount of money it raises is incredible - more than £106 million since it started in 2006. Everyone involved this year wants to continue to raise as much money as possible!”**
- Toni Duggan said: **“I am delighted to be making my Soccer Aid debut for England on Sunday 15th June at Old Trafford. It will be great to represent England again and play alongside some of my former Lionesses team-mates. I’ve been to Soccer Aid as a fan a number of times over the years and know what a great day out it is and how**

much joy it brings to everyone watching. Crucially, it raises millions of pounds for children around the world. As a mother with a young daughter, helping children less fortunate than my own is really important to me and I can't wait to put my boots back on for such an important cause. Please buy your tickets for Soccer Aid for UNICEF. Your support changes everything."

- **Sir Mo Farah said: "I played in my first Soccer Aid in 2018 and seven years on it is as special to me now as it was then - maybe even more so. This year the match takes place on Father's Day - and as a father myself the game has extra special significance. We raised £15m last year so we're looking to go beyond that this June - and you can play your part by coming along and supporting us."**
- **Angry Ginge said: "A world class ginger footballer playing at Old Trafford - where have you heard that one before? I am absolutely ecstatic to be making my Soccer Aid for UNICEF debut. I am a huge United fan. So, to play at Old Trafford with my hero Wayne Rooney is what dreams are made of. See you all on Sunday 15th June!"**
- **Tom Grennan said: "Soccer Aid for UNICEF is the best week of my life - I'm serious! I drop everything to play in the match! I am honoured to be returning with the England team and playing with and against my football heroes. For me, it's no longer just a football game. After seeing UNICEF's work in Cambodia last year - it's the means to provide education, safety and play for children around the world. It's a brilliant event for an incredible cause, so please buy your tickets and support UNICEF. Honestly, it means the world."**
- **Joe Hart said: "I had only just hung them up - but my gloves are already back on! What a place to come out of retirement - Old Trafford. I've won a few games there and lost a few over the years! It was never dull and Soccer Aid will be no different, I can guarantee you all that. Whatever the match, being asked to play for England is a huge honour - and this is no different. So, please buy a ticket and support UNICEF's work helping children all around the world. See you on Sunday 15th June."**
- **David James said: "Please come to Old Trafford on Sunday 15th June to watch an incredible match and raise millions for charity to help the world's most vulnerable children. Where else can you watch A-list celebrities take on the best former footballers in the world - all for £20 if you're an adult or £10 if you're a junior? It's a no-brainer!"**

- Sam Matterface said: **“This is the most fun job I do all year. It’s a real carnival atmosphere - and as I always say: ‘Only at Soccer Aid!’. It’s an absolutely amazing event so make sure you buy your tickets for Sunday 15th June. Yes it is heaps of fun - but the serious bit is raising money for UNICEF who are the most wonderful charity helping children around the globe. Don’t miss it!”**
- Vicky McClure said: **"Fury. Redknapp. McClure. Who would have ever thought we three would end up managing England?! It sums up what Soccer Aid is all about really. Every year I clear my diary to play my part - and I am delighted to have been asked back again. Year-on-year the support shown for this vital match is incredible. So, again, please buy your tickets. Thank you."**
- Nadia Nadim said: **“At the age of 11, I fled Afghanistan with my mother and four sisters, seeking refuge in Denmark. It was a challenging time, but I was fortunate to find hope through football - a sport with incredible power to bring joy, bring people together, and change lives. Every child deserves to feel hopeful about their future and have a safe space to go to and forget about everything else for a while. This is why I'm excited to be taking part in Soccer Aid for UNICEF this year - an amazing campaign which has already raised over £106 million to help children worldwide enjoy happy, healthy childhoods filled with play and laughter. With your help, we can raise even more money this year to help UNICEF protect children in the hardest-to-reach areas around the world. So, please, buy a ticket and support us at the match on Sunday 15th June.”**
- Gary Neville: **“I know I said I'd never play in Soccer Aid again - but here I am! Turns out it's very difficult to say 'no' when Tyson Fury is your manager and he asks you! I'm delighted to be playing at Old Trafford again for such a great cause. If you're able to, please come along to support the biggest charity football match in the world.”**
- Sam Quek said: **“I can’t wait to be part of Team England again at Soccer Aid 2025. For us players it is such an amazing experience and for the fans it is a great live event. I would urge everyone reading this quote to buy a ticket because you’ll be helping UNICEF provide life-saving support to children facing war, hunger and disaster. Your donations really do change lives.”**
- Harry Redknapp said: **“I’m thrilled to be supporting Soccer Aid for UNICEF again. Returning to manage the England team - this time at Old Trafford - will be another proud moment and it is always great**

fun. So, please buy your tickets for Sunday 15th June today and lend us your support. You can be part of a truly amazing event that raises vital funds for UNICEF. Let's hope England can win again - we've got a great team this year!"

- **Jill Scott said: "Right now, children around the world are facing devastating crises, completely out of their control, and losing valuable time to simply be kids. Last year, I met with some inspiring families who are refugees from the war in Ukraine, so I've seen first-hand how much the money raised helps make a difference. Please buy a ticket and join us at Old Trafford on Sunday 15th June to be part of the legacy. Come on England!"**
- **Sam Thompson said: "Honestly, I am still running on the adrenaline from last year's match! I was like a kid at Christmas last time - as my teammates will tell you! Taking part in Soccer Aid for UNICEF is a dream come true and I can't quite believe I'm going to be playing at Old Trafford. It is even more special when you remember that we raised £15 million - and we want to go even bigger this June. This is a brilliant family day - so, buy your tickets and come support Soccer Aid for UNICEF on Sunday 15th June!"**
- **Rebecca Welch said: "For the third year running, Soccer Aid for UNICEF will feature an all-female refereeing team. I'm proud to be leading the officials out again at Old Trafford on Sunday 15th June, alongside Natalie Aspinall, Emily Carney and Jane Simms. It's an honour to be part of such a great cause, supporting UNICEF's vital work."**

SOCCER AID STAKEHOLDERS

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

Initial

Initial, part of Banijay UK, has 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 *Celebrity Big Brother*, *Big Brother*, *Total Wipeout*, *Tenable*, and forthcoming projects *99 To Beat (ITV)* and *Last One Laughing (Prime Video)*.

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 & legal advice, PR consultancy, social media & digital production, contract, transfer & 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.

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Viewer enquiries

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