

Press Release

For immediate release

UN Women and Valencia CF Champion Gender Equality in Asia *First joint activity in country held in China*

Beijing (18 July, 2015) – Girls and boys from the Beijing Royal School (BRS) in China had a chance to train with and learn football skills from professional players of the renowned Valencia Club de Fútbol (CF). The activity was organized as part of the [strategic partnership](#) launched earlier this year between the Valencia CF and UN Women to promote gender equality and the empowerment of women and girls around the world.

The students from BRS are currently participating in a UN Women-supported programme called [“Peer Leadership for Healthy Relationships”](#) which employs peer education and social media approaches for the prevention of violence against women and girls.

Roberta Clarke, UN Women Regional Director for Asia and the Pacific said: “UN Women is working to engage boys and men to become agents of change for gender equality. We know millions of fans follow the Valencia CF and we are confident that this partnership will help us to mobilize numerous supporters for gender equality not only in China but also around the world.”

Chairwoman of Valencia CF, Chan Lay Hoon, the only female Chairperson among the top 20 UEFA football teams, added: “In working towards a fair society where everyone is equal, my team and I are pleased to use our influence to invite more men to come on board with us to support gender equality.”

As part of the partnership, the Valencia CF players wear UN Women’s logo on their jerseys during European competitions such as the Champions League. Additionally, special matches and soccer clinics will take place over the next four years in Europe, the Americas and Asia with UN Women.

The Valencia CF visited the Chinese capital to participate on a [friendly match](#) with the Bayern Munich team from Germany. The players will be wearing the orange jersey that features the UN Women logo in the back.

Follow the conversation on Twitter via [#unwomenvalenciacf](#), [@unwomenasia](#) and [@valenciacf](#).
Follow the conversation on Weibo: [#unwomenvalenciacf#](#) @联合国女署

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[UN Women](#) is the UN organization dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide. For more information, visit www.unwomen.org.

[Valencia Club de Fútbol](#) is one of the most recognizable brands in European football. The 96-year-old club has won six La Liga titles, seven Copa del Rey trophies, two Fairs Cups, one UEFA Cup, one UEFA Cup Winners' Cup and two UEFA Super Cups. They also reached the finals of UEFA Champions League in 2000 and repeated the feat a year later. In 2004, it topped the "Club World Ranking" of the International Federation of Football History & Statistics.

Off the pitch, Valencia CF is well-known for its strong fan base. The unflinching loyalty of Valencia CF fans to their club is known across the globe. For the 2014-2015 season, Valencian fans won the coveted prize for the best fans in La Liga, awarded by Aficiones Unidas and the Liga de Fútbol Profesional.

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