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PRESS RELEASE

Chelsea Champions League shirts to feature charity logo

Right To Play logo to debut 1 November on Chelsea's Champions League kit

Chelsea Football Club has become the first English club to add a charity logo onto their Champions League kit.

In addition to existing sponsors Samsung and adidas, the club's European kit will also feature the logo of their global charity partner, Right To Play – a humanitarian organization using sport and play to help tackle disease, poverty and conflict in 20 countries around the world. The logo will feature on the back of the shirts throughout the remainder of Chelsea's European campaign.

The club's new European shirts will be debuted on 1 November against Belgian side KRC Genk.

"As a club we acknowledge the vital role that sport can play in our local and global communities and we are delighted to be leading the way by featuring a charity sponsor on our Champions League shirt," said Chelsea Chairman Bruce Buck. "Our vision is echoed by our shirt sponsors Samsung and adidas who share our passion for using sport for positive social change."

"As a part of the Samsung Hope for Children program in Canada we are proud to see this great linkage between our partnerships with the Chelsea Football Club and Right To Play. We believe that the addition of the Right To Play logo to Chelsea uniforms will have a positive impact on the awareness of the work that Right To Play does with children and communities in Canada and around the world," said Andrew Barrett, Vice President of Marketing, Samsung Electronics Canada.

Working closely with communities, Right To Play train local staff and volunteers to implement sport and play-based learning programs designed to teach children and youth important life skills including health, teamwork, conflict resolution, respect and fair play.

Founded by four-time Olympic speed-skating gold medalist Johann Koss, Right To Play's partnership with Chelsea is helping to raise funds and increase awareness of the charity's work across the globe.

"I am excited about this new commitment by Chelsea Football Club," said Koss, Right To Play President and CEO. "By featuring our logo on their Champions League jersey, Chelsea and their sponsors are truly demonstrating their commitment to Right To Play. This will spread the message that sport and play have the power to improve the lives of children living in some of the most disadvantaged areas of the world. I am thrilled that Right To Play's partnership with Chelsea continues to grow and I would like to thank Chelsea and their sponsors Samsung and adidas for their support."

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About Right To Play

Right To Play is the leading international humanitarian and development organization using sport and play as tools to effect behavior and social change. Our trained Coaches and community leaders implement our programs which are designed to develop basic life skills, prevent diseases, teach conflict resolution and instill hope in children affected by war, poverty and disease. Right To Play implements programs in 20 countries in Africa, Asia, the Middle East and South America. A pioneer in its field, Right To Play sets standards for quality sustainable programming, promotes best practices and advances research on the efficacy of sport-based development efforts. Founded in 2000 by Johann Olav Koss, four-time Olympic gold medalist and social entrepreneur, Right To Play fosters the hope and skills that are essential to envisioning and realizing a better future.

For more information about Right To Play or to make a donation, visit www.righttoplay.ca