



## Snack Media invites sports industry and fans to unite against COVID-19 with 'Fly the Flag' campaign

*Initiative launched to raise essential funds for  
**NHS Charities COVID-19 Urgent Appeal and Age UK***

### **PRESS RELEASE**

**London, UK – 26th March 2020:**

**Snack Media** is inviting the world of sport to take part in their 'Fly the Flag' campaign in a bid to raise money for charity and bring together communities that are suffering due to the COVID-19 outbreak.

We are looking for clubs, governing bodies, publishers and sports stars to get involved in the campaign to unite people at this time of uncertainty when many vulnerable people are in isolation and anxious about the future. Through the campaign, donations can be made to any charity and, given the current Coronavirus crisis, we wish to offer particular support to the NHS Charities COVID-19 Urgent Appeal and Age UK.

The campaign will use football's traditional **3pm kick-off time (and beyond) on Saturday 28th March** as a moment in which everyone who loves sport can reconnect with their local community, show support for key workers who are in the front line during this crisis.

Snack Media is inviting fans to take part by showing their club allegiance by wearing their colours and flying their flag. They can do this by waving their colours from their windows, gardens, car, front-door and in other ways that still observe current social distancing measures. We are also encouraging everyone to donate to charity and spread the message that your community still lives on as strong as ever.

**Niall Coen, CEO of Snack Media**, has said:

*"These are particularly difficult times for everyone and the whole of society has been impacted by the outbreak.*

*"Fans who normally spend afternoons and evenings supporting their club at matches or on TV are now deprived of that experience, and the pandemic has created huge issues for clubs and sports organisations who may struggle.*

*"In difficult times, sport is often a way to escape into a different reality and to feel a sense of community and belonging. For a long time, we've not needed this feeling quite as much as we do today.*

*"That's why we're working hard to bring the community together, and we invite everyone to participate by flying your flag, wearing your colours and donating to charities who need support during this crisis. It's important that we all support the essential workers who are in the front line of the battle to fight the virus.*

*"We will beat Coronavirus and when we do, sport will bring us all together once more. But for now, we can all show unity and feel connected again by flying our flags from 3pm onwards on Saturday, 28th March and thereafter."*

If you are an organisation, or an individual wanting to get involved in this campaign, please don't hesitate to get in touch. You can find out more by emailing Harriet Lewis at [harriet@snack-media.com](mailto:harriet@snack-media.com)

Please spread the word so everyone can be a part of this campaign and feel united in times of loneliness and uncertainty, allowing people to enjoy that community feeling that's been taken from us by the COVID-19 outbreak.

-ENDS-

**Note to Editors:**

More information about the 'Fly the Flag' campaign can be found here:  
<https://bit.ly/FlyTheFlagAbout>

We are encouraging people to donate to:

- NHS Charities COVID-19 Urgent Appeal
- Age UK

Please spread the message about the campaign on social media with retweets and shares.

Campaign Tweets can be found here: <https://twitter.com/snackmedia>

Campaign hashtag: **#FlyTheFlag**

More information on Snack Media can be found here: <https://www.snack-media.com/>

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