

MEDIA RELEASE

For Immediate Release

Tuesday, October 28 2014



RACISM. IT STOPS WITH ME

LMFC JOINS STAND AGAINST RACISM

Logan Metro Football Club (LMFC) have today announced their support of the national 'Racism. It stops with me' campaign being led by the Australian Human Rights Commission, with promotion and education to form the key pillars of the club's involvement with the campaign.

With the club constantly looking for causes to support as part of its community-minded nature, 'It stops with me' was a campaign very appealing to LMFC both for the superb work that has been done already through it, as well as LMFC's strong multicultural nature.

Being a club proudly from Logan and representative of all the different cultures in Logan, the importance of the message behind 'It stops with me' is one that is incredibly important to all members and supporters of the club.

A number of LMFC players approached the club's committee last season about their passion for the club to be proactive about racism following incidents in professional sports and the media, with the committee agreeing wholeheartedly that supporting the stand against racism was something the club should do on an official level.

As part of its support, the club will feature the campaign logo on all club jersey sleeves next season, including the men's and women's sides and the club's academy.

There will also be signage around the ground at LMFC's home matches to emphasise the importance of the campaign's message during matches.

LMFC president Samuel Escobar is a strong supporter of the campaign's objectives, and is glad to see the club officially become a supporter.

"Being a largely multicultural club, the message of the 'Racism. It stops with me' campaign is one that is very important to all of us at LMFC," Escobar said.

"We'll not only be supporting the campaign through raising awareness, but also by educating our players on racism and making a stand throughout the season."

"Racism in sport and the wider community has to stop, and we are proud to be able to play our part in making that happen.

For more information on the campaign, go to: itstopswithme.humanrights.gov.au

Further Enquiries:

Sam Escobar

0411 312 413

sam@loganmetrofc.com