

Freshwater sign up to support Show Racism the Red Card

Independent communications consultancy, Freshwater, has signed up to become a 'Business Friend' of anti-racism charity, Show Racism the Red Card (SRtRC).

Pledging support for a programme of educational work throughout 2016, Freshwater will provide backing for the organisation throughout the charity's 20th anniversary year.

With established partners such as Nationwide Building Society, Companies House and UIA Insurance, Business Friends of SRtRC gives companies the opportunity to link into all aspects of the charity's work and become part of a network of businesses with a strong corporate social responsibility agenda.

"In these tough times of austerity, this support will contribute significantly towards the programme of educational activities that we are able to undertake throughout the course of the year," said Deputy Chief Executive of SRtRC Paul Kearns. "With its strong trade union background, Freshwater is an ideal partner for Show Racism the Red Card, sharing many of the same aims and values, we look forward to working with them throughout the season and hopefully for many more years to come."



(L-R: SRtRC Wales Manager Sunil Patel, Welsh international rugby star Corey Allen and Freshwater Director Carolyn Pugsley with pupils from Cadoxton Primary School at an educational event with Cardiff Blues.)

Freshwater, which has 55 staff in London and Cardiff, works with a wide range of clients including sports governing bodies, educational institutions, trade unions, charities, NHS organisations and campaigning law firm, Thompson's Solicitors.

In 2014, the company won a PRCA Public Affairs Award for its work with the League Against Cruel Sports. The #WhatTheFox? campaign was instrumental in eliminating a threat to a repeal of the 2004 Hunting Act.

"SRtRC is doing great work in exposing how racism and Islamophobia poison human relations and divert attention from the real issues facing people in Britain and internationally," Said Steve Howell, chief executive of Freshwater. "I'm pleased that, as a business that strives to be ethical, Freshwater is playing a part in this vital campaign."

"It's fantastic to know that our sponsorship will help fund important work with school children and young people, especially in light of recent revelations in professional sport. The remark made about Welsh international rugby player, Samson Lee, during the Six Nations shows that there's still a lot of work to be done to tackle derogatory language and actions in all levels of sport."

Paul added "Show Racism the Red Card's work has drawn wide support and recognition from across all sectors of society, yet we feel that there is still a lot that can be undertaken, to our mutual benefit, with the business community."

ENDS

NOTES FOR EDITORS



Show Racism the Red Card is an anti-racism educational charity, founded in 1996, which uses the high-profile status of football and football players to help tackle racism in society. The campaign's primary output is the educational workshops delivered to young people and adults in their schools, workplaces and at events held in football stadiums around Britain.

More information on the work of SRtRC can be found on our website:
<http://www.theredcard.org>

SRtRC works with approx 50,000 young people every year in England, Scotland and Wales through anti-racism education workshops and activities in their schools and educational events at professional football clubs.

SRtRC also deliver teacher training and additional workplace training which is tailored to specific working environments. The sessions look at examples of commonplace discrimination in the workplace. Workshops also aim to dispel commonly held myths and provide the participants with the opportunity to critically reflect on the culture of their workplace, in turn empowering participants to feel more confident taking action against racism.

More information on the SRtRC Business Friends network can be found at:
<http://theredcard.org/resources/publications?publication=2948>

freshwater

Founded by former BBC journalist Steve Howell in 1997, the agency traded eponymously for seven years and rebranded as Freshwater in 2004. It is now one of the UK's leading independent communications consultancies.

Freshwater's core business is multi-channel, integrated communications consultancy aimed at stakeholder, consumer, business and political audiences. The group has in-house brand, channel and creative teams with capabilities in web development, digital marketing, social media, video production, graphic design and event management. It also has a conference and training division, Waterfront, offering bespoke media training and policy conferences in education, planning, transport and energy.