



FANS FOR DIVERSITY

7.10.17 | ALTRINCHAM FC

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On 7 October, Altrincham welcome Rushall Olympic to the J. Davidson Stadium, which coincides with the Non-League Day initiative.

Altrincham FC announces that the Club has "been selected as one of only four clubs, nationally, to be promoted and funded by Fans for Diversity, an organisation supported by Kick it Out and The Football Supporters' Federation to have special status as a non-league football club on Non-League Day to showcase the Inclusion & Diversity of their favourite football club.

We want to take advantage of the day to showcase all the work we have been doing to improve the match day experience in general, and how we are taking steps to specifically cater for audiences outside of our 'core demographic'.

Meetings have taken place over many weeks with the Football Supporters' Federation, Kick It Out and Level Playing Field (the charity for disabled football supporters) to use this event to launch the Club on its journey to become the most Inclusive & Diverse non-league football club in England. This work has been very much boosted by the appointment of a small Inclusion & Diversity team (Jacqui Forster and Jordan Tyms) and the joint Supporters' Liaison Officers (Mike Reeves and Alison Corser). So the Club have set the foundations on this exciting ambition which we hope can be achieved very quickly.

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This team is focused on delivering a great off-field experience for you for the Rushall game and, so far, the off-field activities include:

Attendance at the game by a number of legendary former players, including Stuart Coburn, Val Owen, Gary Scott and Colin Potts

A complimentary drink for those supporters that attend the Nantwich game

Live music in the CSH (mini Trafford Pride concert)

Children's Face Painting

Non-League Day merchandising from Fans for Diversity

Richie Bentley's special Non-League Day menu

Subbuteo demonstrations

Primary School Art competition

We are targeting the official opening of our new larger pitch-side disabled shelter for on NLD.

Both teams to be assigned a mascot from the Mini Kickers/Junior teams to lead out the teams

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We are supported in this initiative by:

Women at the Game, for whom this match is a designated event

Prostate Cancer UK, the Evostik League chosen charity who will be collecting funds for their work at the game

National Football V homophobia and Trafford Pride
This will include Football v Homophobia training for our stewards

Football Supporters' Federation and Kick it Out, who are both funding our production of a four-page document showcasing our commitment to Inclusion and Diversity, our current position and our future plans

All players to wear Fans for Diversity/Non-League Day T-Shirts during the warm up (League approval pending)
Mass social media coverage

The Board will be formally signing up to our 'Promise', taking the form of a large printed graphic stating the Club's commitment to become the leading non-league football club for Inclusion & Diversity.

Watch the press, the web and our excellent social media for more details on our forthcoming plans as they come to fruition".