

**Embargoed until 09.00 CET Friday 30<sup>th</sup> June 2017**

**Fans get moving at UEFA Women's EURO 2017 with the *Active Match App***



**Fans and staff travelling to UEFA Women's EURO 2017 fixtures in the Netherlands are being encouraged to walk and cycle to host stadia in a bid to boost heart health, burn calories and protect the environment.**

Thousands of fans, including women, children and families from all over Europe, will travel to the Netherlands this summer for UEFA Women's EURO 2017 all eager to see a festival of football.

Interest in women's football has grown enormously over the past decade, but this growth in the professional game has not been matched with an increase in physical activity amongst women across Europe.

Often the easiest way to be active is to walk or cycle as part of your everyday lifestyle. Therefore, the European Healthy Stadia Network, in partnership with UEFA and the World Heart Federation, has developed a mobile app to encourage fans and staff attending UEFA Women's EURO 2017 matches to consider walking or cycling to host stadia in order to boost activity levels, and present Active Travel as a viable means of transportation for supporters on a matchday.

The free-to-use Active Match App will provide users with directions and mapping to host venues plus information on where bicycle locking facilities are located at each stadium.

The App technology will detect any journey taken to matches by bike or on foot, and upon arrival at host venues users will receive information on their distance travelled, calories burned and CO<sub>2</sub> emissions saved. Each successful journey or part-journey on foot or by bicycle will also enter participants into a prize draw to win official tournament footballs and tickets to the Final in Enschede on Sunday 6<sup>th</sup> August, including one pair of VIP Tickets.

**Peter Gilliéron, Chairman of the UEFA Fair Play and Social Responsibility Committee, commented:**

*"UEFA is committed to helping people from all over Europe look after their heart and lead healthier lifestyles. By demonstrating that walking and cycling are viable modes of transport on a matchday, we*

hope to provide more opportunities for fans to leave their car at home, which will not only be of great benefit to their health but also complement UEFAS' sustainability agenda, by reducing O2 emissions"

**Dr. Matthew Philpott, Executive Director of the European Healthy Stadia Network said:**

*"Many international sporting mega-events have focussed too heavily on encouraging people to be physically active after a tournament has concluded, as part of building a positive legacy. We hope that the App will foster an 'active' culture, encouraging both fans and tournament staff to choose walking and cycling as the default choice for all shorter journeys. Download the Active Match App today and share your experiences with the hashtag #ActiveMatchApp!"*



**The Active Match App is now available to download:**

- Android - [Google Play](#)
- iOS - [App Store](#)

**ENDS**

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#### **Notes to Editors:**

- The Active Match App is part of the '**A healthy heart your goal**' campaign for UEFA Women's EURO 2017, encouraging children, women and all fans to lead an active, healthy lifestyle to help keep their heart healthy. Key partners include: UEFA, World Heart Federation, Dutch Heart Foundation, Royal Netherlands Football Association (KNVB) and European Healthy Stadia Network. Learn more at: [www.worldheart.org/womenseuro](http://www.worldheart.org/womenseuro)
- The European Healthy Stadia Network is a European NGO specialising in developing professional sports clubs and their stadia as health-promoting environments.
- Healthy Stadia currently receives funding from the World Heart Federation, through its role as official health partner in UEFA's Football and Social Responsibility (FSR) partnership portfolio.
- Healthy Stadia concept:
  - *Healthy Stadia are those which promote the health of visitors, fans, players, employees and the surrounding community; places where people can go to have a positive healthy experience playing or watching or sport.*
- The Active Match App will be available to download at 09.00 GMT on Friday 30<sup>th</sup> June. The competition will be open during group fixtures and Quarter-Finals only.
- Whilst travelling to a match at UEFA Women's EURO 2017, a minimum of 1.000m or 1km (this can be a complete or part journey) will need to be completed on foot or by bicycle per fixture in order to be considered eligible for the competition.
- Calories burned to be calculated based on average body mass of European citizens - 70.8kg (Walpole *et al.*, 2012: <https://bmcpublichealth.biomedcentral.com/articles/10.1186/1471-2458-12-439>)
- Once a journey has been started, the Active Match App will record GPS coordinates at regular intervals. Overall distance will be calculated by aggregating the distance between these points. Distance will not be counted towards your journey if your speed exceeds 48km/h.
- CO<sub>2</sub> savings based on new passenger cars emitting on average 119.6 grams per kilometre (European Environment Agency: <https://www.eea.europa.eu/downloads/f5659c658f4f44c09170758e3960bc27/1481034011/reported-co2-emissions-from-new.pdf?direct=1>)

- Full Terms & Conditions available at: <http://www.healthystadia.eu/active-match-app-terms-conditions>



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**Additional Screenshots:**

