



## Press release

**17 December 2019, New York** - Djibril Diallo, CEO [ARDN.ngo](#), attends the [FIFA Club World Cup 2019](#), which takes place in Qatar from 11 to 21 December. This 16<sup>th</sup> edition of global club football's premier competition is organized as Qatar continues preparations to host the [FIFA World Cup in 2022](#).

The event falls within ARDN's campaign to "give a [red card](#) to all forms of discrimination and violence against women and girls", that was introduced in collaboration with FIFA and France during the 2019 Women's World Cup.

"Specifically, with this world campaign, we hope to obtain a minimum of one million signatures by the 2022 FIFA World Cup in Qatar, to reflect every one's commitment to fully respect every other human being, regardless of gender, culture, color, language, social origin, birth or religion, hence to put an end to all forms of discrimination and violence against women and girls", explained the ARDN's CEO on arrival in Doha.

The "Red Card" campaign utilizes the unifying power of sport to provide an opportunity to governments, academia, civil society, the private sector, the general public, and other stakeholders to demonstrate to the world, and to their respective constituencies, their commitment and efforts towards achieving equality and equity for all, and to encourage their constituencies to become part of an international team dedicated to scoring [Sustainable Development Goals](#).

"My presence at this tournament in Qatar, today, represents a building block on the way to the global launch of the "Red Card" campaign next 6 March 2020, within the framework of celebrations of the International Women's Day, at the United Nations Headquarters", added Djibril Diallo.

The global launch will bring together stars from the world of sport, artists, leaders from government, international organizations, civil society, the private sector and other stakeholders, into one room to kick off the "Red Card" campaign in a globally televised and mobilized efforts.

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