

UCD AFC supports the "Show Racism the Red Card" Campaign.



Today saw the launch of the Show Racism the Red Card programme of activities. A host of sporting legends from the world of Basketball and the Airtricity League together with the Mayor of South County Dublin Eamon Maloney and Minister for Integration Mary White TD were joined by 150 school students to launch the programme which aims to promote the message against racism and support integration.

Racism unfortunately is increasingly an issue for Irish society. An ESRI survey in 2006 found that one in three immigrants had experienced racism in Ireland. One in four teachers revealed they had witnessed racism in their school in the month prior to the 2009 conference of the Teachers Union of Ireland.

'Racist attacks terrorise Clondalkin Family' 'Attitudes to immigrants hardens in poll', 'Students house set on fire in racist attacks' are headlines on some of the articles on our website in the last quarter of 2009 which give the story to what that experience of racism can involve. Today Show Racism the Red Card launches its programme of activities aimed towards Challenging Attitudes of Racism and Promoting Integration.

### **The programme of activities include:**

- Our new website designed by students from University of Ulster Interactive Multimedia course [www.theredcard.ie](http://www.theredcard.ie) & <http://www.theredcard.ie>
- intercultural activity camps
- creative competition for schools, colleges and youth services
- poster campaign with Airtricity League featuring 12 clubs and 60,000 posters

**Attending the launch in Tallaght today were:** Minister for Integration Mary White TD, Mayor of South Dublin Cllr Eamon Maloney, Director of the Airtricity League, US Embassy Chief of Mission John Hennessey Niland. They were joined by 150 school students from Old Bawn, St Aidans Community School Tallaght, St Dominics Secondary Ballyfermot and Castaheany Educate Together Blanchardstown.

Lending their voice to the message- Aidan Price (Shamrock Rovers), Ryan Guy (St Patricks Athletic), Eamon Zayed, Ollie Cahill (Sporting Fingal), Jolie Niland (Basketball Ireland)  
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