



Deportes unidos por México

Mexico City, April 02, 2020

## Sport United for Mexico

- *Sports rights holders and authorities unite to inspire sports fans in the face of the global coronavirus pandemic*

In an unprecedented move, the sports rights holders of Mexico's senior sporting events and series, as well as some of the main sports teams, have come together in the face of the global coronavirus pandemic in order to support the country and its huge community of sports fans. Today more than ever, it is important to work as a team, so now it's our turn to stick together and be by your side.

#DeportesUnidosPorMx, is an unprecedented alliance between Club América, Club Deportivo Guadalajara, Diablos Rojos del México, World Boxing Council, Mexican Soccer Federation, FORMULA 1 MEXICO CITY GRAND PRIX, Lucha Libre AAA, Mexicanos Activos, Mextenis, MLB Mexico, NBA Mexico, NFL Mexico and Nielsen.

With this initiative, we want to get closer to our fans and promote messages of hope and solidarity in the face of the virus, as well as, generate empathy and create awareness about the recommendations of experts and authorities. For Mexico, it is vital to win this round, fight, game, set, match, race or inning together.

The actions that will shape the initiative will be announced through the official social media accounts of all the members of "Deportes Unidos por México" and through the hashtag #DeportesUnidosPorMx. We invite all of our fans to stay tuned to our social media accounts, in which content featuring talents from each sport will be published every day.

We are joining efforts for Mexico and our fans; the members of this initiative invite other disciplines and sports to join us in a single team for Mexico. Together we focus our efforts on our main purpose: the fans.

**#DeportesUnidosPorMx**

**#DEPORTESUNIDOSPORMX**

