



## **beIN MEDIA GROUP collaborates with WHO Foundation at Roland-Garros 2020 to mobilize funds to combat COVID-19**

**Doha, Qatar – 26 September 2020:** beIN MEDIA GROUP (beIN), the global sports, entertainment and media group, is collaborating with the [WHO Foundation](#) at Roland-Garros 2020 by giving fans across the Middle East & North Africa (MENA) an opportunity to donate to the fight against COVID-19 via its broadcast and digital channels. All donations made during the Roland-Garros tournament will be used to support communities worldwide to combat the COVID-19 pandemic.

Since the beginning of COVID-19, beIN has supported the World Health Organization (WHO) in initiatives across the world, including sharing important health and safety messages, broadcasting the historic “One World: Together at Home” benefit concert to millions of subscribers, as well as other initiatives.

During Roland-Garros 2020 (21 September – 11 October), the WHO Foundation will work with beIN to integrate a customised fundraising QR code into beIN’s website and live streaming of the tournament. The WHO Foundation will also share exclusive promotional content to beIN’s social media platforms, featuring an accompanying fundraising URL code, in addition to original video content from athletes that will focus on global health.

Commenting on this collaboration, **Nasser Al-Khelaifi, Group Chairman, beIN MEDIA GROUP** said, *“We are proud to strengthen our ongoing partnership with the World Health Organization (WHO), including this latest collaboration with the WHO Foundation at Roland-Garros. Everyone has a role to play in the global response to the pandemic – no matter how small – and we will continue to do whatever we can to support the WHO and its Foundation on their critical work.”*

**Professor Thomas Zeltner, Chairman of the WHO Foundation** said, *“Now more than ever, it is critical for sports fans to show their support. We are excited to be partnering with beIN to offer tennis fans a new way to engage in the tournament while supporting critical global health issues.”*

As one of the first major sporting events to welcome fans in-person since the start of the pandemic, Roland-Garros is an important opportunity to unite the tennis community in support of a healthier future for the world. beIN’s coverage of this year’s tournament will not only show tennis at its best, but also provide a powerful way to bring athletes, fans, and sponsors together as part of a movement for global health.

The WHO Foundation encourages the public, individual donors, and corporate partners to scan the QR code and donate to combat coronavirus.



## NOTES TO EDITORS

The WHO Foundation is a partner of the COVID-19 Solidarity Response Fund and can receive donations on its behalf. The Fund allows companies, philanthropies, and individuals to contribute to the essential work of WHO and its partners to help countries fight the COVID-19 pandemic. Donations to the Fund will support the WHO's Strategic Preparedness and Response Plan, which guides global efforts to track and understand the spread of the virus; ensure patients get the care they need and frontline workers get essential supplies and information; and accelerate research and development of a vaccine and treatments for all who need them.

You can find more information about the WHO Foundation at <http://www.who.foundation> and about the Solidarity Response Fund at <https://covid19responsefund.org/>.

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**About beIN MEDIA GROUP** is a leading independent global media group and one of the foremost sports & entertainment networks in the world. The group distributes and produces an unrivalled array of entertainment, live sport and major international events across 5 continents, 43 countries and in 9 different languages spanning Europe, North America, Asia, Australasia and the Middle East & North Africa (MENA).

beIN MEDIA GROUP's flagship sports network, **beIN SPORTS**, holds the single largest portfolio of sports rights of any global broadcaster; and through its iconic **MIRAMAX** film studio, beIN holds an extensive library of Hollywood blockbusters while having a growing presence in series and movies production and distribution, as well as in the digital space. beIN MEDIA GROUP acquired **Digiturk**, the leading pay-tv operator in Turkey, in August 2016; and now has over 55 million subscribers worldwide.

For more information on beIN MEDIA GROUP, please contact: [mediaoffice@bein.com](mailto:mediaoffice@bein.com).

### **About World Health Organization (WHO)**

The World Health Organization provides global leadership in public health within the United Nations system. Founded in 1948, WHO works with 194 Member States, across six regions and from more than 150 offices, to promote health, keep the world safe and serve the vulnerable. Our goal for 2019-2023 is to ensure that a billion more people have universal health coverage, to protect a billion more people from health emergencies, and provide a further billion people with better health and wellbeing.

### **About WHO Foundation**

The WHO Foundation seeks to build a healthier world for future generations through innovative partnerships and new forms of collective action. As an independent grant-making foundation based in Geneva, it complements and strengthens the work of the World Health Organization by bringing donors, organizations, health professionals and other actors together to tackle the most pressing global health challenges of today and tomorrow.