

# **EastEnders Actor Shane Richie and Hollywood Star Tamer Hassan Tackle Discrimination in Sport with Show Racism the Red Celebrity Soccer Event**

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EastEnders Actor Shane Richie and Hollywood film star Tamer Hassan are joining forces with Butterfly PR this weekend for an exciting Celebrity Soccer Sunday game to raise money for the anti-racism charity, Show Racism the Red Card.

Richie and Hassan will lead their Celebrity XI's in a thrilling game of soccer to raise awareness for Show Racism the Red Card, the campaign that uses high profile footballers to educate against racism in society.

The match will take place on Sunday 23rd September at Bromley FC, with kick off at 1pm. The celebrity game will be followed by an evening dinner, celebrity auction and entertainment from Alex Buchanan, lead in West End Musical Thriller, as well as comedians Omid Djalili and Patrick Monahan.

Teams will include a mixture of celebrities and ex-professional footballers including TOWIE's James Argent, TV Presenter Jeff Brazier, Geordie Shore's Greg Lake, EastEnders Actor David Witts, TeamGB Judo Athlete Ashley McKenzie and ex internationals Jason Euell, Curtis Fleming and Luther Blissett.

Actor Hassan said: "I want to thank all the celebrities for demonstrating their support for Show Racism the Red Card, we want to do everything we can to bring everyone together to enjoy a fun day out and raise money, we can all come together and be united as one."

Rival captain Richie echoed these thoughts, "I'm excited to be backing such an important event for Show Racism the Red Card, we're going to do all we can to drive them forward," he said.

The event has received overwhelming support from Celebrities, Bromley FC, the Sugar Hut, (Kit Sponsors) MG Sportswear, In-Spire Magazine, Charlton Athletic Community Trust, The PFA and The Daily Sport and more.

Ged Grebby, Chief Executive of Show Racism the Red Card, said: "Show Racism the Red Card welcome a new partnership with actor Tamer Hassan and Butterfly PR. It's an exciting development; it fits in so well with our aims of working with actors and artist to expand our role models programme to combat discrimination in society."

Lydia Frempong, Director of Butterfly PR, organiser and main sponsor of the charity match, feels the event is important in raising the profile of an issue that needs to be dealt with.

Frempong said: "Discrimination is something everyone can do something about; we do not have to be scared to speak out. This is my agency's way of making a difference and we're confident that our event is already changing perceptions. On Sunday we want to see people regardless of their faith, gender or background enjoying themselves together."

Fans are urged to pre-book match tickets, which cost £10 for Adults and £5 for seniors and Under 12s, go to <http://bit.ly/RedCardBrom> to get cheaper tickets and avoid disappointment. On the day tickets will be £15 for all. Dinner and celebrity auction tickets are £50.

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For more information about the event, contact: Lydia Frempong, Butterfly PR Phone: +44 (0) 7429 273 158  
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Note to Editors

Celebrities & Supporters:

Tamer Hassan (Hollywood Actor & British Film Icon), Shane Richie (British Actor/EastEnders) Eddie Newton (Assistant Manager Premier League side Chelsea) Doreen Lawrence (British Campaigner & Writer) Danny Dyer (British Actor) Curtis Fleming (Former Irish International Footballer) Jason Euell (Ex Professional Footballer, Patron of Show Racism the Red Card & Jigsaw4U) Ashley McKenzie (TeamGB Judo Athlete/Celebrity Big Brother) Omid Djalili (British-Iranian actor/comedian) Jake Wood (British Actor/EastEnders) Chucky Vern (British Actor/EastEnders), Perry Fenwick (British Actor/EastEnders) Thomas Law (British Actor/EastEnders) David Witts (EastEnders Actor) Steve Collins (former professional boxer) Lisa Nash (TV Presenter) Alex Buchanan (Songwriter and Actor) Iwan Thomas MBE (Athlete & TV Presenter ) Andy Ansah (Ex Professional footballer) Greg Lake (George Shore & MTV Presenter) Jay Gardener (Geordie Shore) Gary Lucy (British Actor) Jeff Brazier (ITV, This Morning TV Presenter) Calum Best (Media Personality) Lucien Laviscount (British Actor & Singer) Les Ferdinand (Ex Professional Footballer, Former Tottenham), Osei Sankofa (Ex Professional Footballer, former Charlton) Curtis Fleming (Professional Footballer) James Argent (TOWIE), Patrick Monahan (Comedian, ITV Show Me The Funny), Mo George (Former EastEnders, Actor, DJ), Gavin Ramajaun (ITV Daybreak Presenter) Bradley Johnson (X Factors Nu Vibe) Shievonne Robinson (Big Brother) Deana Uppal (Big Brother & Miss India UK 2012) Taser Hassan (Actor & Model) Darren Byfield (Ex Professional Footballer) Josh Fines (Professional Footballer) Luther Blissett (Ex Professional Footballer, former AC Milan, Watford/England) Kenzie (Blazin Squad, CBB), Leo the Lion (Former Singer of The Streets ) Chris Newman (Soccer on Screen & Sports Choreographer) Dan Gerrard (Semi Pro Footballer), Frank Sinclair (Ex Professional Footballer, former Chelsea), Efe Sodje (Professional Footballer, Bury), Clint Easton (Ex Professional, former Watford), Anwar Uddin (Professional Footballer, Ex West Ham), Paul Elliot (Former Chelsea Captain) Paul Canoville (Ex Professional Footballer, former Chelsea) Wayne Burnett (Ex footballer, 1st Team Coach, Dagenham & Redbridge), Leroy Rosenior (Ex Professional Footballer, former West Ham) and more names be confirmed.

## About Show Racism the Red Card

Show Racism the Red Card is an anti-racism charity, which was established in January 1996. The aim of the organisation is to produce anti-racist educational resources, which harness the high profile of professional footballers to combat racism throughout society.

Their educational materials are very accessible and have been highly successful over many years. Footballers are role models for young people who will listen to them and learn from them. Over the years they have increased the range and quality of their resources, however the central resource remains the 'Show Racism the Red Card' film, which features professional footballers.

The organisation has built up a pool of professional footballers as patrons and one of the highlights of their work remains the interaction of the players with young people at events at Football Clubs. To find out more or make a donations please visit <http://www.srrtc.org>

## About Tamer Hassan

Tamer has been living between LA and London over the last five years. His most recent film *The Double*, with co-stars Richard Gere and Martin Sheen, is coming out this year, directed by Michael Brandt. Hassan also starred in the NCIS LA, appearing in a regular role alongside Mark Harmon.

Tamer has now come back to London full time to shoot his new project *Player* which he has written, and will also be starring in for his directorial debut.

To his credit and perhaps detriment at times, Tamer is no self-publicist, but has plenty to shout about having acted alongside many more Hollywood stars such as Liam Neeson, Ralph Fiennes, Mads Mikkelsen and Gemma Arterton (*Clash of the Titans*) Aaron Johnson and Nicholas Cage (*Kickass*) Vigo Mortensen (*Eastern Promises*); Bob Hoskins, Morgan Freeman and Jet Lee (*Unleashed*), Daniel Craig (*Layer Cake*) and 50cent (*Dead Man Running*) as well as taking the lead in TV's *Hannibal of the Alps* about the life of the Carthaginian military commander.

Playing to his strengths, Tamer portrays the humorous, loveable rogue well, (*The Business*, *The Football Factory*) which will no doubt endear him to a certain type of film fan, but, unlike many of his peers, Tamer introduces good looks and a powerful yet cheeky screen presence to these roles...and it works! Apprenticeship served, it's time to take the lead!

Away from the big screen, Tamer is a family man through and through, he also supports charities such as The Damilola Taylor Trust and Beat Bullying and most recently, the Ben Kinsella – Stamp Out Knife Crime.

<https://twitter.com/#!/search/realtime/%23ShowRacismtheRedCard>