

Iberdrola presents the campaign to support the Spanish Women's National Women's Football Team, "SOMOS LA ROJA. SOMOS EL VERDE".

- It includes a 3x3 mixed football tournament. The winners will travel to England with Iberdrola to cheer on the Spanish Women's National Women's Football Team at the European Championship.
- Madrid, Malaga and Bilbao have been the cities chosen to hold these tournaments.

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Iberdrola presented this afternoon in Madrid its campaign to support the Spain Women's National Football Team, "SOMOS LA ROJA. SOMOS EL VERDE" ("We are the red. We are the green"), in an event hosted by journalists Lourdes García Campos and Nira Juanco.

"SOMOS LA ROJA. SOMOS EL VERDE" was created with the aim of creating a movement of support for the Spanish national team ahead of the European Championship, bringing this competition closer to society, as well as raising the profile of the women's national team as part of the drive for equality that the company has been promoting since 2016.

The event was attended by top-level footballers such as Virginia Torrecilla, Laia Aleixandre, Amanda Sampedro, Lola Gallardo, Sheila García, Maitane López and Nahikari García. Also present were Iberdrola's Brand, Advertising, Media and Sponsorship Director, Juan Luis Aguirrezabal, and Rubén Rivera, Marketing Director of the Royal Spanish Football Federation.

"SOMOS LA ROJA. SOMOS EL VERDE" is an initiative promoted by Iberdrola, main sponsor of the Spanish Women's National Women's Football Team, to send our players the support and energy of the fans ahead of the final phase of the European Championship, which will be played next July in England.

Despite the difficulty of the group stage - Finland, Germany and Denmark - all the players present at the event agreed that *"this is Spain's moment"*, and that the growth and maturity shown in recent years *"will help the team to present its credentials and fight for the continental title"*.

A unanimous response that was also repeated when it came to identifying those responsible for this gradual growth and which, according to the protagonists, responds to a *"combination of very positive circumstances: the progression of the Primera Iberdrola, the role of the clubs and the support of Iberdrola"*.

They also took the opportunity to point out that they no longer need to look for references in men's football as they have *"their own references, such as the recent winner of the Ballon D'Or and Iberdrola ambassador, Alexia Putellas, something that is repeated, fortunately, in all positions and posts"*.

Trip to England for a Spain match

The "WE ARE THE RED. WE ARE THE GREEN" campaign is based around a 3x3 football tournament for girls and boys aged between 9 and 13 years old, whose champion will receive the prize of a trip to England, accompanied by an adult, to watch a match of the Spanish national team in the first phase. This will be repeated in the three tournaments planned: Malaga, Madrid and Bilbao, on the second, third and fourth weekends of June, respectively. In this way, the company aims to promote equality from an early age.

In all cases, reference sites have been chosen that are easy to access and highly visible to fans. In addition to the tournament, other recreational activities are planned, always motivated by the upcoming competition of the Spanish National Women's Football Team in England.

Iberdrola, a pioneer in promoting sport for women

Promoting women's sports has become a key lever for Iberdrola and for the promotion of real equality between men and women, one of its core values.

In 2016, Iberdrola became the first company to make a firm and global commitment to equality and the empowerment of women through sport. The company currently supports 32 federations: gymnastics, triathlon, rugby, canoeing, badminton, football, handball, volleyball, hockey, table tennis, athletics, karate, boxing, surfing, ice sports, fencing, underwater activities, bowling, winter sports, weightlifting, judo, Olympic wrestling, mountaineering and climbing, swimming, skating, pelota, rowing, squash, taekwondo, tennis, archery and sailing. It also gives its name to 32 leagues, all of them at the highest level, and to 100 other competitions with naming right.

Reducing the gender gap in sport is a commitment to women's equality through excellence and translates into an important reference point for girls, from their practice of physical activity and sport at all levels of the education system, to show them that the path to federated and high-performance sport is also possible for them.

Press release