



Ride For Freedom – Premier League & Euro 2020 Cycling Tour

In order to shine a light on child trafficking in sport, Ride For Freedom team leader, human rights advocate and cycling Guinness World Record holder Gordon Miller will lead an inspirational bike ride that takes place from 27 June-11 July 2021, during the Euro 2020 tournament. The planned tour departs and concludes at Wembley Stadium, the Euro 2020 final venue, and visits the grounds of all 20 English Premier League football clubs. Simultaneously, the ride's progress will be mapped between several Euro 2020 tournament host cities, starting in Munich, Germany.

Developed and delivered in partnership with the Centre for International Studies and Diplomacy (CISD) SOAS University of London, led by Dr J. Simon Rofe, and Ardea International, led by Colleen Theron, the tour will engage with the Premier League clubs, local sport and cycling clubs, corporates, NGOs and sports bodies to educate and raise awareness within the communities. As part of the awareness raising mission, a roundtable will be hosted for members of the Premier League clubs to consider how football clubs demonstrate their respect to human rights in line with the developing legislation and the UNGPs. The communication plan includes connecting with mass-market media, utilising social media platforms and engaging with sports influencers and players focused on human rights, cycling and football.

The Route

Sunday 27 June London (Wembley)-Leicester.

28 June Leicester-Leeds (via Sheffield). Visit Leicester City FC, Sheffield United FC.

29 June Leeds-Newcastle. Visit Leeds United FC.

30 June-1 July Newcastle-Burnley. Visit Newcastle United FC, Burnley FC.

2 July Burnley-Liverpool (via Manchester). Visit Manchester City FC, Manchester United FC,

3 July Liverpool-Wolverhampton. Visit Liverpool FC, Everton FC.

4 July Wolverhampton (via Birmingham)-London. Visit Wolverhampton FC. West Bromwich Albion FC, Aston Villa FC.

5-6 July Days off

7 July (Euro 2020 Semi-Final) London-Southampton.

8 July Southampton-Brighton. Visit Southampton FC.

9 July Brighton-London. Visit Brighton & Hove Albion FC.

10 July day off

Sunday 11 July (Euro 2020 Final) London circuit to conclude at Wembley. Visit Tottenham Hotspur FC, Arsenal FC, West Ham United FC, Crystal Palace FC, Fulham FC, Chelsea FC.

Get Involved!

Contact us to discuss sponsorship of the *Premier League & Euro 2020 Cycling Tour* that will support our mission to raise awareness, educate and forge partnerships to end modern slavery, and to participate in the roundtable.

Gordon Miller Gordon@RideForFreedom.org.uk www.RideForFreedom.org.uk #RideForFreedom2021
#EndModernSlavery