



Fearless and Football Manager: the perfect match to kick out crime

Crimestoppers' youth service Fearless.org and games developer Sports Interactive are teaming up to help gamers access information about crime and pass on details about criminal activity anonymously by the simple click of a banner.

Football Manager 2013, the latest edition of Sports Interactive's best-selling series, is now displaying a Fearless advertising hoarding at the pitchside during matches which players can see when playing the game.

As players take the hot-seat at their favourite club attempting to guide them to silverware and success, they can click on the Fearless banner, which will take them directly to the charity's youth service website.

Popular with teenagers and adults alike, Football Manager has sold more than seven million copies worldwide since its inception in 2005.

With Fearless being targeted at 11-16 year-olds, encouraging them to learn about the dangers of crime and give them a voice if they wish to pass on information about criminal activity anonymously, this is a primary market for Fearless to spread its key messages.

Kate Johnston, Commercial Manager for Crimestoppers, said: "This is a fantastic partnership for Crimestoppers and Fearless to be involved with and we hope that fans of Football Manager will click our banner and find out about the unique service we offer youngsters through Fearless.

"Many young people don't feel they have a voice when it comes to crime, or are simply scared of the repercussions should they speak up, which is why Fearless is such a great avenue for them.

"I'd like to thank Sports Interactive for giving us this opportunity and I hope that we can continue to work together in the future."

Miles Jacobson, Studio Director at Sports Interactive, said: "We fully support the Fearless campaign and the tireless work that they do. It's great to be able to give Fearless some additional exposure through our game. "

"Hopefully having the Fearless message at the side of the pitch during matches will be of help to any of our younger fans faced with a difficult situation."

Football Manager 2013 is available from all good gaming retailers and online stores, with prices varying - and has been on top of PC gaming charts almost continuously since its release in November 2012.

Next time you're playing Football Manager, be Fearless against your opposition, and while you're at it, be Fearless against crime.

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For further information, please contact Kieran Theivam, Crimestoppers, 020 8835 3727, kieran.theivam@crimestoppers-uk.org