



## Mexico and Colombia score #AGoalForPeace

Thanks to an initiative of Project Peace Latin America, the Mexican and Colombian soccer leagues celebrated International Peace Day by sending a message of tolerance. Colombian President Juan Manuel Santos expressed his gratitude for the campaign.

**Press Release.**- With the support of Mexico's professional soccer league -The BBVA league and Bancomer MX- and thanks to an initiative by the nonprofit organization [Project Peace Latin America](#), the tournament opening match between Tiburones de Veracruz and Puebla FC served as an opportunity to Celebrate the International Day of Peace in Mexico and helped score #AGoalForPeace in that country. The game was held on September 18th in the Luis 'Pirata' Fuente field in Veracruz.

Colombia was also part of the celebration, coordinated by Project Peace Latin America with the support of the [División Mayor del Fútbol Colombiano](#) (DIMAYOR) and the [Fundación Buen Gobierno](#). During the official matches of the Colombian tournament, players and fans supported the campaign #AGoalForPeace in Colombia. The matches were held on Friday September 18th and Sunday, September 20th in 10 stadiums, with the participation of the 20 professional clubs.

Before each game, players from both teams read a manifesto that stated the importance and value of fair play, tolerance and respect as the fundamental principles to achieve a peaceful society and to enjoy soccer in an atmosphere that promotes inclusion, coexistence, sportsmanship and a civic behavior free of violence. Fans became part of the initiative by undertaking a full, sustained minute of applause for peace.

By resolution of the [United Nations Organization](#), September 21st was established as the International Day of Peace. In the lead up to this date, actions fostering a culture of peace took place all around the world. Many of these were related to soccer, a sport that inspires millions of passionate fans and is known for bringing people and countries together, breaking through political, cultural, and religious barriers.

Every year, Project Peace Latin America celebrates the International through its program *A Goal For Peace*, previously celebrated in Haiti, Venezuela and the Dominican Republic. By having Mexico and Colombia become part of this initiative, the nonprofit expands its reach and work in the region in promoting the use of soccer as a tool for development and peace.

The success of this campaign inspired the president of Colombia, Juan Manuel Santos, to give a public message of gratitude to Project Peace Latin America, through his Twitter account: "Colombian football scored #AGoalForPeace, thanks to @ProyectoPazLa for fostering respect and tolerance" he tweeted.

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Project Peace Latin America (PPLA) is a nonprofit organization led by the Venezuelan activist Eglantina Zingg, that promotes a culture of peace in the most vulnerable areas of Latin America. PPLA uses soccer as a tool to educate, promote development and social inclusion, establish peace networks, foster agents of peace and propel the empowerment of girls and women through sports.