



WEDNESDAY 23RD AUGUST

LIVESCORE LAUNCHES 'LIFE-CHANGING GOALS' - MARKING ITS 25TH ANNIVERSARY BY DONATING £25 FOR EACH GOAL SCORED ACROSS 25 TOP GLOBAL COMPETITIONS...AND THE SUNDAY LEAGUE...

- LiveScore is commencing its 25th anniversary celebrations by donating £25,000 to charities for its 'Life-changing Goals' campaign
- £25 will be donated for each goal scored in 25 leading professional leagues across the weekend of 2nd / 3rd September
- Throughout September UK-based amateur players can contribute by sharing their grassroots goals using #LiveScore25 to secure £25 donations
- Jimmy Floyd Hasselbaink - the joint Premier League Golden Boot Winner 25 seasons ago - leads the call out for users to get involved

Spanning Anfield to The Hawthorns, and even Hackney Marshes, LiveScore is launching 'Life-changing Goals' - a special weekend which will see the brand donate £25 for every goal scored in 25 top professional football leagues - raising £25,000 for charity.

The 'Life-changing Goals' campaign, created as part of celebrations around LiveScore's 25th anniversary, spans the weekend of the 2nd and 3rd September for more than 250 matches across the UK, Europe, and other top global leagues.

Since its founding in 1998, LiveScore has evolved to become one of the world's leading real-time sports updates and streaming service providers. Over the last 25 years, LiveScore has brought the latest football updates to fans, accruing over 50 million monthly users across more than 200 global territories, with the goals scored across all major leagues truly becoming the currency of LiveScore.

Spearheading the 'Life-changing Goals' campaign is Jimmy Floyd Hasselbaink, Golden Boot Winner in the 1998-99 Premier League 25 seasons ago, who is leading a call out to Sunday League and grassroots footballers to share videos of their goals in return for a further charity donation throughout September.

Amateur goal scorers can share their goals with LiveScore's Instagram and TikTok using the hashtag #LiveScore25 to trigger a £25 donation to charity. Every goal equates to the same donation and you don't have to be Haaland or Messi to add to the total.

The donation pot of up to £25,000 will be split between a prominent leading mental health charity and Bloomsbury Football, a charity who use the power of football to change the lives of young people. LiveScore's 'Life-changing Goals' donation will help to support underprivileged young people with hot school meals, football equipment and coaching sessions for a whole year.



Hasselbaink, whose successful career spanned the inception and evolution of LiveScore, saw him represent a host of top teams as a player at clubs including Leeds United, Atlético Madrid and Chelsea, as well as manage Burton Albion, Queens Park Rangers and Northampton Town.

Life-changing Goals ambassador and former professional footballer, Jimmy Floyd Hasselbaink said:

“Having been lucky enough to play and score in front of thousands of fans during my career, I know the power football has to change lives and bring people together. That’s why I’m delighted to join LiveScore for Life-changing Goals, to make a real difference to people with every goal that goes in. I’m looking forward to seeing the great goals shared from every level of the game.”

LiveScore Group Marketing Director Ric Leask commented:

“Over the last 25 years at LiveScore, we’ve strived to bring fans closer to the sport they love and enrich their experience through bringing them the goals as they happen.

“I’m really proud to now say that for every goal scored next weekend, we can bring the football community together to support leading charities, truly helping to change lives with every goal scored. It’s fantastic to have Jimmy on board, who scored many of the goals we updated our users with over the last 25 years!”

Charlie Hyman, CEO of Bloomsbury Football added:

“Bloomsbury Football is changing the lives of young people in London using the power of football.

Our story began on a pitch in Camden in 2018, and we’re incredibly proud of how many young people we’ve helped to achieve their goals since then. We’re delighted to team up with LiveScore to celebrate our players’ goals and continue to support young Londoners.”

Ends.

About LiveScore

LiveScore™ was founded in 1998 and has evolved to become one of the world’s best loved sports media brands. As part of LiveScore Group, the brand has seen substantial growth with over 50 million daily users across more than 200 global territories.

For more than two decades it has been an essential part of the match-day experience for football fans, the hero LiveScore app delivers world-class content and editorial alongside the fastest and most reliable updates on the matches that matter to them.

The latest edition of the app features lightning-fast notifications, aggregated and curated news feeds and even post-match highlights of English Premier League matches. Player profile and rich team stats contribute to a further enhanced offering, in addition to live highlights as part of a seamless user experience.

Terms and conditions for grassroots entries to Life-changing Goals can be found here:

<https://www.livescore.com/en/promo/socialcomp/lifechanginggoals/index.html>

Goals scored from the following leagues will trigger a £25 donation:

- | | | |
|----|--------------|---------------------------|
| 1 | UK | Premier League |
| 2 | UK | Championship |
| 3 | UK | League One |
| 4 | UK | League Two |
| 5 | UK | National League |
| 6 | Germany | Bundesliga |
| 7 | Germany | 2 Buundesliga |
| 8 | France | Ligue 1 |
| 9 | France | Ligue 2 |
| 10 | Italy | Serie A |
| 11 | Italy | Serie B |
| 12 | Spain | La Liga |
| 13 | Spain | La Liga Smartbank |
| 14 | Scotland | Scottish Premiership |
| 15 | Scotland | Scottish Championship |
| 16 | Scotland | League 1 |
| 17 | Scotland | League 2 |
| 18 | Netherlands | Eredivisie |
| 19 | Netherlands | Eerste Divisie |
| 20 | Turkey | Super Lig |
| 21 | Turkey | 1st Lig |
| 22 | Portugal | Primeira Liga |
| 23 | Belgium | Belgian Pro League |
| 24 | USA | MLS |
| 25 | Saudi Arabia | Saudi Professional League |