



TUESDAY 5TH NOVEMBER 2024

LIVESCORE AND DIMITAR BERBATOV ASK FANS TO TAKE 'EXTRA ADDED TIME' FOR THEIR MENTAL HEALTH

- Real-time score update and football data provider LiveScore teams up with Premier League icon Dimitar Berbatov for campaign to encourage football fans to take additional time for their mental health
- LiveScore will donate £250 to charity for every Premier League key moment delivered to fans post-90 minutes starting from November
- A total pot of £10,000 will be donated to a leading mental health charity for each key added time moment, in addition to a further £3,000 going towards Bloomsbury Football to support its mental health coaches

LiveScore and former Manchester United star Dimitar Berbatov are teaming up this November to encourage fans to take 'Extra Added Time' for their mental health. As part of the campaign, LiveScore will donate £250 for every key Premier League moment delivered via its app post-90 minutes throughout November.

'Extra Added Time' comes as added time across all major leagues significantly increases. During the 2023/24 season, Premier League matches saw an additional 38% of play, pushing the average match duration to 101 minutes and 42 seconds.

As fans anxiously watch the clock tick beyond 90 minutes, waiting for a dramatic last-minute goal, or even a red card, LiveScore turns those added time moments into support for the mental wellbeing of the football community.

In addition to a total of £10,000 donated to a leading mental health charity, Bloomsbury Football - an organisation that harnesses the power of football to transform the lives of young people across London - will also benefit from the initiative, receiving £3,000 to support its mental health coaching program.

Spearheading the campaign is Dimitar Berbatov, who scored an equalising penalty for Tottenham as they went on to win the 2008 League Cup Final in extra time. The former Manchester United and Premier League icon is leading the call out for fans to take additional time to focus on their mental health.

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The extension of added time in the Premier League has led to a significant surge in goals scored after the 90th minute, rising by over 110% from 49 goals in the 2022/23 season to 103 in 2023/24.

Fans can track the progress of the campaign directly through the LiveScore app, ensuring they can engage with the cause while keeping up with the game's critical moments.

Extra Added Time ambassador and former Manchester United footballer, Dimitar Berbatov said: "Football has a special power to bring joy to the world, and nothing brings people together like last minute goals.

"That's why I'm delighted to join LiveScore for Extra Added Time, where the charity donation for every moment in added time will make a big difference, and hopefully, together, we will encourage people to spend more time on their mental health."

LiveScore CEO Sam Sadi commented: "For over 25 years, LiveScore has been delivering every moment to fans. We are delighted to see this campaign translate these moments into an important donation to charity, as we look to use the power of the sport to support the mental wellbeing of the whole football community."

Ends.

About LiveScore

LiveScore™ has been Fuelling Fans' Passion for Sport since its founding 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 45 million monthly users across 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.