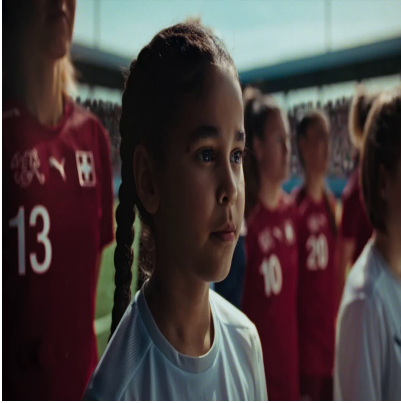




Credit Suisse â?? #changethegame

Description



Supporting the Swiss Football association since 1993 and the Womens National football team for 14 years, Credit Suisse wants to take a step further with their new initiative #changethegame that is launched around UEFA Womenâ??s EURO 2022.

The initiative gives the global efforts around equal opportunities a platform to foster tangible change. True to the motto: Equal opportunities for all. Everywhere.

One of the key pillars will be a change to Credit Suisse's sponsorship commitments: From now on, the same premiums will be paid to the women's and men's national teams. This is a long overdue and well-deserved change. Credit Suisse is also expanding its support for club soccer and, in addition to the men's Super League, is now also sponsoring the women's league and cup in Switzerland.

#ChangeTheGame is set to really take off with UEFA Women's EURO 2022 starting July 6, 2022. The focus of the women's empowerment campaign is the film "Walk On" for which a new interpretation of probably the most famous football anthem of all, "You never walk alone" by Gerry & The Pacemakers, was created.

Check out the film below:

