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Players Coalition to Speak at United Nations Annual Observance of the International Day of Sport for Development and Peace

New York, NY - On April 4th, NFL Legend, Walter Payton Man of the Year, and Players Coalition Co-Founder, Anquan Boldin will present the Players Coalition model and partnership strategy to United Nations Delegates and members of the international sporting community as part of this year's program highlighting the power of sports partnerships to achieve the [Sustainable Development Goals](#).

Drawing from his own journey and the impactful work of the Players Coalition, Boldin will address the United Nations gathering on the ways sports can elevate movements for social change, imparting unique insights and strategies for driving systemic change through sport and meaningful partnerships, as exemplified by the collaboration between the Players Coalition and the NFL.

"We are honored to join the United Nations as it explores how the power of sport and strategic partnerships can play a significant role globally and locally in advancing peace and social justice," **said Boldin**. "We believe Players Coalition has a proven model to maximize the collective power of athletes' voices with cross-sectional sports partnerships that drive measurable social impact. And, we are excited to share our work and illustrate how it can be replicated and scaled."

The event will feature professional athletes, representatives from CONCACAF, UEFA, the Paris 2024 Olympic Games, and other leading sporting organizations to explore successful initiatives, projects, and programs that have harnessed the transformative power of sport and dynamic partnerships to contribute to the global efforts towards sustainable development and peace.

"The Players Coalition has developed an effective model that underscores the profound role of sports in bringing people together to enact positive societal change," said NFL Commissioner Roger Goodell. "We know Anquan and the Players Coalition will utilize this important platform to scale their approach and advance equitable and sustainable development for communities across the globe."

Currently, Players Coalition supports the work of over 1,400 players, coaches, and managers at the collegiate and professional levels, all of whom work in partnership with their communities to fight for racial and economic equity. Members have successfully advocated for the end of money bail, youth justice reform, changes to police use of force guidelines, and improved public defender funding. Players Coalition has invested grants in under-resourced educational systems and pushed for more resources and financial support for communities of color.

"I commend everyone involved in the Players Coalition for their commitment to using the power of sport for positive and concrete social change," said Robert Skinner, UN Chief of Partnerships and Global Engagement. "I'm excited to learn how Players Coalition harnesses the values of teamwork, respect and inclusion to build a more peaceful and equitable world."

Members of the press and public will be able to view the event live on [UN WebTV](#) and also find recorded video of the event at the International Day's [website](#).

About Players Coalition

Players Coalition is an independent 501(c)(3) (charity) and 501(c)(4) (advocacy) organization, working with professional athletes, coaches and owners across leagues to improve social justice and racial equality in our country.

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