

14th of June 2018

## Tifo hijacks the World Cup premiere for LGBTQ rights

**During the premiere of the World Cup in Russia, a gay couple kissing with Russian and Saudi Arabian flags painted on their cheeks is displayed through a tifo in Augmented Reality. Together with the message “Love Will Win Tonight”, the initiative urges people to take a stand against both countries’ oppressive LGBTQ rights and marriage inequality.**

In the name of love, and flying under the flag of Marriage Unblocked, Swedish sports fashion brand Björn Borg takes a stand for LGBTQ rights in Russia. During the Russia-Saudi Arabia game a bold AR-tifo is spread around the globe and virtually snuck into the arena, so that anyone watching the game can back the basic right to love anyone.

–We believe that sport is love and love is equal. The hidden tifo is our way of supporting all love that’s forced to stay hidden in these two countries. It’s a simple message – that in the end – love will always win. We can’t find a better moment to lift this debate than during the World Cup in Russia says Jonas Lindberg Nyvang, Marketing Director at Björn Borg.

Today, same-sex marriages are forbidden in 87% of all countries in the world. In Russia, promoting homosexuality is considered propaganda, and Saudi Arabia is considered to have some of the worst LGBTQ rights in the world – where being gay is a crime that can be punished by death.

The message is also spread in Russian media through targeted ads in the country’s most renown newspaper, The Moscow Times. Urging people to take a stand for love and marriage equality with the message - “Love Will Win Tonight.”

The tifo will be possible to use during the whole World Cup. Find it here:

<https://tifo.marriageunblocked.com/>

### How to use the tifo:

1. Visit: <https://tifo.marriageunblocked.com/>
2. Place the tifo on top of the crowd in the arena or in front of the TV
3. Screenshot or save it to your camera roll and share it under #MarriageUnblocked or #WorldCup2018

#### BJÖRN BORG AB (PUBL)

Tulegatan 11

113 53 STOCKHOLM, SWEDEN

[WWW.BJORNORG.COM](http://WWW.BJORNORG.COM)

**ABOUT BJÖRN BORG:** The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, bags and eyewear through licensees. Björn Borg products are sold in around thirty markets, of which Sweden and the Netherlands are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2017 amounted to about SEK 1.5 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 699 million in 2017, with an average of 212 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007

**MARRIAGE UNBLOCKED – WALK DOWN THE AISLE ON BLOCKCHAIN**

Marriage Unblocked is a digital platform that enables anyone to walk down the aisle digitally, store their encrypted vows forever and get a certificate of their digital marriage.

Blockchain is a new technology that allows users to store information forever, without the involvement of any third parties such as the state or the church. The most renowned use case is Bitcoin, a cryptocurrency – but blockchain can be used to decentralize any system of power, not only banking. Now Björn Borg uses the same technology to challenge the control of love and open up marriages for all.

Visit the platform here: <http://www.marriageunblocked.com/>

Watch the film about equal love here:

[https://www.youtube.com/watch?v=Kpt\\_DPeRWGw&t=3s](https://www.youtube.com/watch?v=Kpt_DPeRWGw&t=3s)

Download press kit here: <https://we.tl/ultAJxZeLJ>

**For more information & pictures, please contact:**

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