

Sodexo Live! deepens commitment to gender equality as Women in Football's newest corporate member

2 years ago



Sodexo Live! is delighted to confirm that it has joined Women in Football (WiF) as a corporate member, reaffirming its commitment to equality, diversity and inclusion.

The decision by Sodexo Live! – the global leader in the live events hospitality industry – to take up WiF Corporate Membership means a range of benefits for the company and its employees, including gender equality workshops, access to WiF events, and highly sought-after places on the Women in Football Leadership Course in partnership with Barclays.

The move follows a successful collaboration between the two organisations on a Women in Football watch party at Newcastle United FC during this year's FIFA Women's World Cup.

Adding Sodexo Live! to its stable of prestigious corporate members enables Women in Football, in turn, to extend the organisation's reach and further its initiatives to empower women at all levels of the football ecosystem.

WiF's other corporate members include Brentford FC, Brighton & Hove Albion FC (which Sodexo Live! has been operating since 2013), Manchester City FC, as well as the Premier League itself and other organisations such as PepsiCo and Sky Sports.

Sodexo Live! is a leading player in the event and hospitality sector, providing innovative and seamless experiences for a diverse range of partners. With a focus on creating memorable events, Sodexo Live! brings a wealth of expertise to the table, and its commitment to diversity aligns perfectly with the values

of Women in Football.

Women in Football CEO Yvonne Harrison said: “This partnership is a testament to the commitment of Sodexo Live! to inclusion and gender equality in football and beyond. It’s great news for the Sodexo Live! workforce and great news for women across the football industry.”

“We’re thrilled to welcome Sodexo Live! on board as a corporate member and we look forward to working with them to create a more inclusive environment for women in football and collectively drive positive change in the industry.”

Kathryn Morgan, Business Development Director, Sports & Stadia at Sodexo Live! UK & Ireland said: “We are as passionate about football at Sodexo Live! as we are firm believers in gender equality. This is just one of the many reasons why we have joined forces with Women In Football.

“Our dedication to diversity and inclusion extends beyond our business operations, and this partnership allows us to actively contribute to the advancement of women in the football industry.

“By working together, both organisations aim to break down barriers, challenge stereotypes, and create a more inclusive and equitable environment for women in football.”