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L.A. FRONTLINE COMMUNITY YOUTH TO PROTEST SPORTSWASHING BEFORE SOFI STADIUM GAME

**Organizers assert that FIFA World Cup sponsors are profiting from worker
exploitation and driving climate collapse**

A dozen BIPOC youth from frontline communities across Los Angeles will protest against sportswashing by FIFA World Cup corporate sponsors. The protest will include a blockade near SoFi Stadium and a pickup soccer game.

The blockade is intended to disrupt FIFA logistics and force attention on the corporate sponsors using World Cup games to sportswash their records, says protest organizer [Sim-Marcel Bilal](#), executive director, [Youth Climate Strike Los Angeles](#). “This is a targeted action against the corporations profiting from the World Cup while exploiting workers and driving climate collapse.”

Protestors are targeting oil giant Saudi Aramco, FIFA World Cup’s chief sponsor and the [world’s largest](#) corporate polluter; Hyundai-Kia, which organizers say is responsible for child labor violations within its Alabama supply chain documented by [Reuters](#) and the U.S. Department of Labor; FIFA; and the Los Angeles Sports and Entertainment Commission (LASEC), which [led the effort](#) to bring FIFA World Cup to Southern California.

“LASEC must investigate FIFA’s corporate sponsors, starting with Aramco and Hyundai-Kia, for documented human rights, labor and environmental abuses, and adopt a binding policy that public resources and local partnerships cannot be used to subsidize corporate sportswashing,” says Bilal.

More information and quotes in [this Google](#) document.

WHAT: Protest, including a pickup soccer game, against sportswashing by FIFA World Cup corporate sponsors

WHO: At least a dozen BIPOC youth from L.A. frontline communities organized by Youth Climate Strike Los Angeles

WHEN: Friday, July 10, 10:45 a.m.

WHERE: For location near SoFi Stadium, contact media coordinator Zan Dubin:
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