



MEDIA RELEASE

Wednesday 24 February 2021

THE FA PARTNERS WITH DETTOL TO HELP REINFORCE GOOD HYGIENE ACROSS EVERY LEVEL OF THE GAME

- Dettol is teaming up with The Football Association to help protect participants and supporters of England's favourite sport as part of its mission for good hygiene
- Dettol will be the Official Hygiene Partner of the England Men's and Women's Senior Teams, Wembley Stadium connected by EE, the wider grassroots game and St George's Park.
- The partnership sees Dettol lend its expertise to promote good hygiene habits at every level of football, from grassroot to elite national teams.

Good hygiene practices have never been more important to football given the current pandemic. The FA and Dettol are therefore partnering to help reinforce best practice hygiene protocols at every level, from grassroot to elite.

In a recent survey, over 90% of English grassroots football clubs identified Cleaning & Disinfection as a priority¹. Dettol will work with The FA to provide expert hygiene guidance that can be easily implemented across every level of the game.

Over 17,000 grassroots clubs, and the 1.4 million players who participate in affiliated football, will also be given access to educational materials and to a wide range of Dettol's hygiene products, some of which are proven to kill 99.9% of bacteria and Coronavirus (SARS-CoV-2 virus)².

Dettol will also work closely with the Wembley Stadium team to explore new cleaning protocols using their products to support the return of fans to fixtures underneath the iconic arch.

The #1 disinfection brand in the UK³ will introduce similar practices to the FA's training facility at St. George's Park, to support hygiene measures for the nation's male and female elite footballers.

Susan Egstrand, Reckitt Benckiser's Regional General Manager Northern Europe; UK & Ireland, said: "We're excited to offer our hygiene knowledge and support to the FA and the wider football family. Whether it's fans eagerly anticipating a return to watching England play live at Wembley or players at all levels, our goal is to provide the football community with simple and effective hygiene routines when they enjoy the game they love.



Kathryn Swarbrick, The FA's Commercial and Marketing Director, said: "We are delighted to be partnering with a major hygiene brand in Dettol who, like The FA, is committed to developing world-leading practices.

"It is more important than ever before to ensure that football has all the necessary measures in place to help protect all participants and supporters. This new partnership will give us added reassurance as we look ahead to the complete return of our much-loved sport.

"As a not-for-profit organisation, we are indebted to our commercial partners for allowing us to continue to invest into the game, particularly during this challenging period."

This new partnership with The FA builds on Dettol's sports hygiene credentials, following the tie-up with Cricket Australia announced last year. The No.1 disinfection brand in the UK³ also helps protect London underground commuters thanks to its association with TfL.

Dettol's football campaign will kick off ahead of the Three Lions first international fixture of 2021 against San Marino on Thursday 25 March at Wembley Stadium connected by EE. The grassroots campaign will start when clubs in England return to playing matches.

- ENDS -

For further information on RB or Dettol, please contact:

James.Fearnley-Marr@rb.com

For further information on The Football Association, please contact:

Andy.Walker@thefa.com

Please follow latest official guidelines: [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

1. *The FA Evaluation of Cleaning & Disinfection practices in Grassroots Clubs Survey, January 2021, 302 responses.*
2. *Use disinfectant safely. Always read the label and product information before use. Based on RB's knowledge and published scientific evidence, RB is highly confident that its actives/formulated products will continue to be effective against mutated strains of the SARS-CoV-2 virus.*
<https://www.rb.com/media/news/2020/may/first-published-scientific-data-confirms-that-leading-hygiene-products-are-99-9-effective-against-sars-cov-2-virus-covid-19/>. For more information on product usage please visit: <https://www.dettol.co.uk/>
3. *According to Nielsen MAT value share to 26.12.20.*

NOTES TO EDITORS:

About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.



RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide. For more information visit www.rb.com

**RB is the trading name of the Reckitt Benckiser group of companies*

About Dettol

Dettol first started in hospitals 86 years ago as a medicine where it was used for cleaning and disinfecting surgical tools to protect mothers from illness after childbirth. Ever since then, Dettol Liquid has been trusted around the world as a reliable and effective medicine for cleaning wounds caused by cuts, bites, grazes, insect stings and for personal hygiene to help mums protect their families from harmful germs. Some home Dettol products are powerful enough to use for environmental germ-killing tasks. Use the products safely. Always read the label and product information before use. Whilst Dettol started by helping preventing infection and sickness in hospitals in the UK, the brand's mission was always much bigger, aiming to keep people sanitised as part of their every-day lives in the home. Every year, Dettol pledges to do more for families across the world - from going into schools to teach children the importance of handwashing to providing starter kits to new parents to help them care for their new-born baby's hygiene.

About The Football Association:

The Football Association [The FA] is the not-for-profit governing body of football in England. It is responsible for promoting and developing every level of the game, from grassroots through to the professional game, and successfully generates enough revenue to support investment of over £150m into English football each year. The FA oversees England international teams across men's, women's, youth, disability football as well as running FA Competitions including the Emirates FA Cup and Vitality Women's FA Cup, and the world-class facilities of Wembley Stadium and St. George's Park, all with a purpose to Unite the Game and Inspire the Nation.