

Press release

Monday, 11 August 2025

Athens, Greece – The POWER consortium has been very busy over the summer to raise awareness of the project through our online channels. From September on, we step out of the online sphere and each partner will organise in-person Info Days to further spread our message. We will present the project, invite expert speakers on the topic of women athletes' portrayal in the media and provide lots of time to let participants further discuss the topic.

Our consortium leader, ANCE from Greece, along with BAIS from Hungary will hold their Info Days in September, in conjunction with their European Week of Sport campaigns.

The Info Day in Greece will take place on 30 September 2025 at Impact Hub Athens.

"These Info Days offer valuable opportunities to present the project's objectives, share insights from our research, and engage key stakeholders in discussions that will help shape the next phases of the project. At ANCE, we are especially excited to host our Info Day during the European Week of Sport — a timely occasion to reinforce the message of equality and inclusion in and through sport. We are expecting at least 50 participants, including athletes, coaches, representatives of the media, sports organisations and NGOs active in sports and gender equality", explained Eirini Vlachaki, POWER Project Coordinator and General Manager at ANCE.

"Through these Info Days, each partner brings national perspectives to the forefront by highlighting the main findings from their national report and drawing comparisons with other countries in the consortium. This helps to identify both shared challenges and context-specific issues, while engaging local stakeholders in the conversation. By creating space for dialogue, reflection and collaboration, we are laying the groundwork for lasting change in how women athletes are represented", added Christina Liaska, ANCE's Project Manager.

Isidem from Italy will organise their Info Day later in October, while Sport Evolution Alliance from Portugal will hold theirs in December 2025.



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UFEC from Spain and Mundus Bulgaria will organise their Info Days in the spring of 2026.

Follow each partner's social media channels for the exact dates and programme of the Info Days! And keep an eye on the POWER social media channels for more updates on the project.

Ends

About the POWER Project

POWER stands for “The Portrayal of Women Athletes in Sports Media,” a collaborative effort by six organizations from six EU countries. Over 24 months, we aim to reshape how women athletes are represented in the media by promoting unbiased and inclusive narratives, empowering equity in representation, fostering lasting impact, and driving true change in the portrayal of women in sports. Our mission is rooted in fostering gender equality, combating stereotypes, and inspiring the next generation of athletes and media professionals to embrace diversity and fairness.

For further information:

Athens Network of Collaborating Experts (ANCE), 69 Vatatzí Str., Athens, Greece

Email: ance@ance-hellas.org

Phone: +30 21 0821 5044



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