

# MATCH Hospitality to host 1,000 frontline healthcare workers as hospitality guests at the FIFA World Cup Qatar 2022™

Qatar, Doha – 28 November 2022

With the FIFA World Cup Qatar 2022™ now well under way, MATCH Hospitality – in collaboration with the Qatar Ministry of Public Health – has announced their plan to host 1,000 frontline healthcare professionals as guests of the Official Hospitality Programme.

Dubbed ‘Frontline First’, the initiative is a gesture of thanks to the frontline healthcare workers for their efforts during the COVID-19 pandemic, and in helping prepare to host a safe FIFA World Cup™. Qualifying healthcare workers have been identified and will enjoy a match with hospitality as guests at what is gearing up to be the most successful and spectacular hospitality programme in sporting history.

Announcing this initiative, Jaime Byrom, Executive Chairman of MATCH Hospitality, said: “The collective efforts of the State of Qatar, FIFA, the Supreme Committee, MATCH Hospitality and other stakeholders are focused on and committed to delivering a warm, hospitable and safe FIFA World Cup™ experience for spectators from all over the world attending this historic event.”

“Following the onset of the COVID-19 pandemic, the global healthcare sector came under immense pressure to limit the spread and socio-economic impact of the virus. Qatar was no different to the rest of the world. We all owe a debt of gratitude to the tireless and heroic endeavours of the frontline healthcare professionals who helped us navigate this global health crisis. We are looking forward to hosting some of these heroes to a FIFA World Cup Qatar 2022™ match, to ‘Experience First’ as our honoured guests of the Official Hospitality Programme.”

“The goal of MATCH Hospitality’s Frontline First guest programme is to acknowledge the frontline healthcare professionals’ dedication to mitigating the damage of the COVID-19 virus. Qatar safely welcoming fans from all over the world would not have been possible without the commitment from the Qatar health authorities and the contribution and sacrifices of Qatar’s frontline healthcare professionals.

“The Frontline First guest programme is a thank you to these heroes for their role in our collective mission to deliver an amazing FIFA World Cup Qatar 2022™.”

Chair of the FIFA World Cup Qatar 2022 Health Strategic Command Group, Dr Ahmed Al Mohammed, welcomed the initiative, “We are truly grateful of this warm and generous initiative by MATCH Hospitality. The COVID-19 pandemic pressured our health systems to unprecedented extremes. Delivering a safe hosting environment is mission critical to the success of the FIFA World Cup Qatar 2022™, and the Qatar’s frontline healthcare professionals have played a vital role in making this possible.”

The qualifying healthcare professionals are selected by way of a random draw by the Ministry of Public Health and receive invitations from MATCH Hospitality to attend a number of Group Matches including Qatar v Senegal at Al-Thumama Stadium, Qatar v Netherlands at Al-Bayt Stadium and Germany v Costa Rica at Al-Bayt Stadium, and France v Tunisia at Education City Stadium.

The FIFA World Cup Qatar 2022™ kicked off on Sunday, 20<sup>th</sup> November.

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## About MATCH Hospitality & the FIFA Hospitality Programme

MATCH Hospitality is the leading player in sports hospitality. Since 2007 we have curated and facilitated premium hospitality products at some of the world's most significant sporting events. MATCH Hospitality has a global network of Sales Agents which offer sports events owners and rights holders worldwide access to customers in the market for exclusive hospitality products. MATCH Hospitality is the trusted authority in the production, marketing, sales, customer service and product development for significant events, boasting extensive expertise and experience, including the ongoing responsibility for the entire operation of the FIFA Hospitality Programme.

The FIFA Hospitality Programme provided by MATCH Hospitality offers a wide range of services to its clients. Depending on the package purchased, these can include lounges, private suites, gourmet catering, preferential parking and gifts, alongside guaranteed match tickets with every package.

For more details about the Official Hospitality Programme at the FIFA World Cup Qatar 2022™ and to purchase official hospitality, please visit [www.fifa.com/hospitality](http://www.fifa.com/hospitality)

For more information on the FIFA World Cup Qatar 2022™, please visit  
<https://www.fifa.com/fifaplus/en/tournaments/mens/worldcup/qatar2022>