

UPF Moscow, Russia -- 2018 FIFA World Cup Peace Road activities in 11 cities

Maria Nazarova
July 15, 2018



Moscow, Russia -- The 2018 FIFA World Cup was held in 11 cities of Russia from June 14 to July 15. More than a billion people consider the world football championships, which are held every four years, among the most spectacular and long-awaited events, and millions of sports fans visit the host nation. In this time of global crises and confrontations, Russians awaited the 2018 World Cup with special interest and excitement. On the one hand, there were opinions that foreign guests would not be safe in Russia, but on the other hand, the hospitality and openness of the Russian people are well known.

Recently, public organizations, charitable foundations, social projects, and everything that forms a favorable peacemaking environment have developed rapidly in our country. By a decree of the president of Russia, 2018 was declared as the Year of Volunteers. Thanks to the World Cup, Russians have clearly demonstrated neighborliness and hospitality toward all guests, regardless of national, racial or religious affiliation. It was here that FIFA's aspiration for football and peace was manifested, as millions and even billions of people watched the world's best players competing.

It's hard to imagine something more grandiose than people from different countries, fans under different flags, creating a unique atmosphere of harmony, kindness and peace. It seems that for the month of the World Cup there was something close to an ideal society in Russia.

Specialists, journalists, fans and sports delegations stressed that an incredible friendly "family" atmosphere permeated the entire World Cup, covering all 11 cities where the matches were held and the millions of fans from different countries who traveled between these cities.

In some of these cities, Peace Road participants held small flash mobs in support of the International Highway project, the ideas of which are closely intertwined with the peacemaking role of football. Foreign guests enthusiastically supported these flash mobs, creating memorable photos with the Peace Road flag on city streets and in stadiums. In such a special friendly atmosphere of the 2018 World Cup, it was quite natural to see people aspiring to live in a world without any borders and barriers, with a common desire to live in peace and harmony.

We hope that in the near future the seeds of friendship and neighborliness sown at the 2018 FIFA World Cup will bring significant peacemaking fruits.