



FAMILY ZONE WINS CIVIC AWARD

Boro's Generation Red Family Zone honoured for fantastic work...



Middlesbrough Football Club has received special recognition from Mayor Ray Mallon for its outstanding work with families and children.

The club's Generation Red Family Zone initiative was honoured with a Mayor's Award at a special ceremony in Middlesbrough Town Hall.

The 3,000 capacity family focused space at the Riverside Stadium, which has 1,900 Season Card Holders, opened in 2013 and offers a fun and engaging matchday experience for families.

The GRFZ prides itself on delivering educational messages Be Safe on Bonfire Night game, in association with Cleveland Fire Brigade, and a Stoptober game, in partnership with Middlesbrough Council.

The club's players are also very supportive of the GRFZ and at least one member of the first team squad visits the area before every game.

This season, there was a very special guest, with Brazilian legend Juninho popping in to sign autographs, pose for photos, and take part in an

interactive game challenge. Mr Mallon said: "Middlesbrough Football Club is a valuable community asset which to some extent we tend to take for granted.

"I have been extremely impressed with the involvement of the club with the community of Middlesbrough and the Tees area as a whole concerning numerous initiatives over a long period.

"The football club deserves the recognition of this award for all of the work they are doing, but in particular with regard to the Generation Red Family Zone.

"The Family Zone is a star attraction where the young people are concerned and the initiative not only introduces youngsters to football but also assists in teaching them the principles and values required to be citizens of the future.

"The centrepiece of the football club is the team that

entertains the crowds week in, week out but I know that every player would acknowledge that the support of all members of staff working for the club is vital in ensuring the greatest success."

The Generation Red Family Zone occupies a large section of the East Stand concourse, which has been transformed into a colourful and exciting family activity area packed with fun features, including a Creative Corner & Subs' Bench, an interactive game zone, plus lots more fun activities such as a dressing-up and guessing games corner.

The GRFZ is open every home matchday from 12.30pm (6.30pm for evening kick-offs) until well after the final whistle.

To purchase tickets in the GRFZ lease call 0844 499 1234 or visit the Middlesbrough FC Ticket Office at the Riverside Stadium.



England Friendly At The Riverside

The Riverside is hosting England U21s upcoming friendly fixture against Germany on **Monday 30 March (KO 7.45pm)**.

Adults **£10.00**
Over 65's, Under 18's,
Students (all with valid ID) **£1.00**
Tickets available online or at the Ticket Office



Please visit www.mfc.co.uk for all the latest Boro news, Ticket information, Retail, Match Hospitality, Generation Red Family Zone and Events at the Riverside