



## **Pia Sundhage named Swedish Woman of the Year 2020**

**SWEA International has named Pia Sundhage Swedish Woman of the Year 2020. The distinction of Swedish Woman of the Year is awarded to a Swedish woman who represents and showcases Sweden to the rest of the world in an outstanding manner.**

Pia Sundhage is a professional with a long and successful career in the world of soccer. At present she is head coach of the Brazil women's soccer team – Brazil being the country she most associates with soccer. Her own contribution to the mix is to offer Swedish organizational skills and to ensure that each individual can find her place and develop within the team. Another ingredient she has brought with her from Sweden is patience — something her father always emphasized as important.

“I feel proud to be named Swedish Woman of the Year by SWEA — it means that women's soccer is being noticed! And it definitely deserves to be. Thank you,” says Pia Sundhage.

Pia Sundhage has been awarded the distinction of Swedish Woman of the Year for her work in exporting Swedishness into the wide world. Throughout her career, she has put Sweden on the world map. She has given a face to women's soccer and has made a strong contribution to growing interest in the sport. There are many who have provided testimony about the importance of Pia Sundhage in their own lives and advancement.

“Pia has a true ability to inspire people, build team spirit, and develop a team as a group. These are skills that we also value and strive for in SWEA,” says Suzanne Langeland Southard, President of SWEA International.

Pia says that over the years she has often been one to “swim against the current” when she has encountered the glass ceiling and other obstacles.

“We can, we shall, and we persevere! That's my motto,” says Pia Sundhage.

### **Press queries:**

**Suzanne Langeland Southard**  
International President  
president@swea.org

**Maria Svensson**  
Head of Media Relations  
media@swea.org  
+ 46 762 501 703

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SWEA International, Inc is a global network of Swedish and Swedish-speaking women who live – or have previously lived – outside of Sweden. With approximately 7,000 members in 70 chapters around the world, SWEA is the largest non-profit organization promoting Sweden outside of Sweden. SWEA makes donations and awards scholarships worth SEK 2 million (USD 215,000) every year.

The distinction of Swedish Woman of the Year is awarded to a Swedish woman who represents and showcases the Sweden of today to the rest of the world in an outstanding manner. The recipient is celebrated and officially receives their award at SWEA's annual Sverigemiddag. The distinction of Swedish Woman of the Year has been awarded to twenty-eight Swedish women since 1989, all of whom have been “ambassadors” for Sweden abroad in different ways.