

22Bet unveils African football legend Stephen Appiah as Global Ambassador

Stephen Appiah joins African greats Emmanuel Adebayor, Victor Wanyama and Daniel Amokachi in 22Bet's African Football Network

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- African legend [Stephen Appiah](#) joins Adebayor, Wanyama and Amokachi in 22Bet's [African Football](#) Network

22Bet has officially announced African football legend Stephen Appiah as its new Global Ambassador, adding one of the continent's most respected sporting figures to a partnership focused on football, responsible gambling and social impact.

The agreement brings to 22Bet a former Ghana captain whose leadership is deeply connected with one of the most successful periods in the Black Stars' history.

“

Football has given me an extraordinary connection with people across Africa and in many other parts of the world. The influence will be used positively in this partnership with 22Bet to impact society”

Stephen Appiah

As Global Ambassador, Appiah will participate in football campaigns, exclusive content, supporter engagements and other brand initiatives, while also supporting responsible gambling and Corporate Social Responsibility (CSR) programmes.

Appiah joins 22Bet's icons and prominent African football figures - Togo legend Emmanuel Adebayor, former Kenya captain Victor Wanyama and Nigeria great Daniel Amokachi to provide interesting analysis on [African Football News](#).



Stephen Appiah signs Global Ambassador deal with 22Bet representative

The four ambassadors represent different generations and regions of African football, with careers spanning some of the biggest stages in international and European club football.

Adebayor represented Arsenal, Manchester City, Tottenham Hotspur and Crystal Palace in the English Premier League, as well as Real Madrid and Monaco. The former Togo captain was named African Footballer of the Year in 2008.

Wanyama made history as the first Kenyan to play in the Premier League, featuring for Southampton before moving to Tottenham.

Amokachi was part of the Nigeria side that won the Africa Cup of Nations in 1994 and Olympic football gold at Atlanta 1996. The former striker also helped Everton win the FA Cup in 1995 and played for Club Brugge and Beşiktaş.

The captain who led Ghana to the World Cup

Nicknamed "Tornado", Appiah occupies a special place in Ghanaian football history as the first captain to lead the Black Stars to the FIFA World Cup.

He captained Ghana at the 2006 tournament in Germany, where the World Cup debutants advanced from a group containing eventual champions Italy, Czech Republic and the United States before reaching the Round of 16.

Four years later, Appiah was part of the Ghana squad that reached the quarter-finals of the 2010 World Cup in South Africa, coming within a penalty kick of becoming the first African nation to reach a World Cup semi-final.

"Football has given me an extraordinary connection with people in Ghana, across Africa and in many other parts of the world. I have always believed that the influence you gain through football should be used positively, and that is one of the reasons I am excited about this partnership with 22Bet," Appiah said.

From Accra to Europe

Appiah's international achievements were accompanied by an impressive club career that took him from Ghana to some of European football's leading competitions.

After emerging at Accra Hearts of Oak, he moved to Italy, where he represented Udinese, Parma, Brescia and Juventus.

He was part of Parma's Coppa Italia-winning team in 2002 and later won the Italian Super Cup with Juventus in 2003.

Appiah subsequently became a popular figure at Fenerbahçe, helping the Istanbul club win the Turkish Süper Lig in 2006-07 and Turkish Super Cup in 2007, while also featuring in memorable UEFA Champions League matches.

His international career also included winning the FIFA Under-17 World Cup with Ghana and representing his country at the Olympic Games.

Football, responsibility and community impact

While football will remain central to Appiah's work with 22Bet, the partnership will extend beyond promotional activities.

A 22Bet representative said: "Stephen Appiah represents many of the values we want this partnership to stand for — leadership, excellence, responsibility and a genuine connection with people. His influence goes far beyond football, particularly across Africa. We are delighted to welcome him to the 22Bet family as our Global Ambassador."

For Appiah, the partnership with 22Bet offers another platform to remain connected to football while using his profile for supporter engagement, responsible gambling education and social

Ogunfuye Fikayo

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