it is a long-established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'Lorem Ipsum will uncover many websites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humor and the like).

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humor, or randomized words that don't look even slightly believable. If you are going to use a passage from Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of the text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humor, non-characteristic words, etc.

The fallout from the incident at Valencia’s Mestalla stadium on Sunday even took a diplomatic turn when Brazil’s president, Luiz Inacio Lula da Silva, and other government officials became involved.

The Brazilian minister of racial equality, Anielle Franco, said on Monday that she had already called the Spanish Public Prosecutor’s Office and Spain’s deputy prime minister to investigate, while Brazil’s justice minister, Flávio Dino, tweeted about the possibility of “extraterritoriality” – applying Brazil’s laws in Spain – if Spanish authorities fail to protect Vinícius.

The incident even drew comments from the United Nations High Commissioner for Human Rights, Volker Türk, who said the incident at the Mestalla Stadium “is a stark reminder of the prevalence of racism in sport.”

“I call on those who organize sporting events to have strategies in place to prevent and counter racism,” he added. A spokesman for the US State Department also condemned the racists chants made against Vinícius, labeling them “horrific.” Fort estimates that many of the sponsorship deals LaLiga has could run between $5 million and $10 million per season; a “sizable” amount, he says, but certainly not a “meaningful” financial impact given LaLiga’s revenues.

According to Reuters, LaLiga expects the total value of its business to increase from $26 billion to nearly $38 billion in seven to 10 years. What can “really damage” LaLiga, however, is the continuing impact on its reputation, which would be made worse by sponsors canceling their deals with the league, according to Fort. “If a recognized brand drops out because they don’t trust LaLiga’s commitment to combat racism, I think that’s going to have repercussions for them the next time they’re signing contracts for broadcasting or sponsors,” Fort says.