



Press Release

n. 145

1 April 2026

KENAN YILDIZ "RISING STAR OF THE MONTH" FOR MARCH

The award will be presented to the Juventus forward in the pre-match ceremony for Juventus vs Genoa

The **Rising Star Of The Month** award for March has been assigned to Juventus player **Kenan Yildiz**. The trophy will be presented during the pre-match of Juventus vs Genoa, scheduled for Monday 6 April 2026 at 6.00 p.m. at the "Allianz Stadium" in Turin.

The winner of the trophy, reserved for **Under-23** players (born starting from 1 January 2003), has been selected taking into account the advanced analysis of Kama Sport, created from the tracking data recorded with the Hawk-Eye system. The rating system considers not only statistical data and technical events, but also positional data. This makes it possible to analyse crucial aspects such as movement without the ball and thus optimal movements, game choices, and the contribution to the technical and physical efficiency of the team, which allow for an objective and qualitative evaluation of the performance.

For the final calculation were considered the matchdays from 27 to 30 of Serie A 2025/2026.

"Kenan Yildiz has established himself as one of the brightest stars in our league. At just 20 years of age, he is already making a decisive impact in Serie A. And it is no coincidence: he is the first foreign player under the age of 21 to reach double figures in Juventus colours, with 10 goals and 6 assists in 29 appearances during the 2025/2026 season". **Luigi De Siervo**, CEO of Lega Calcio Serie A, has no doubts: *"Yildiz is a talent blessed with flair, class and courage. On to his third individual award of the season, following Player of the Month in August and Rising Star in November, he has been a key player for Juventus, with two goals and two assists in four matches in March. His goal against Sassuolo was the turning point, securing a record that confirms his exceptional talent and places him among the finest young talents in world football".*

