

"20 Centres for 2010"

The official campaign of the 2010 FIFA World Cup™



South Africa, Khayelitsha Township, Cape Town

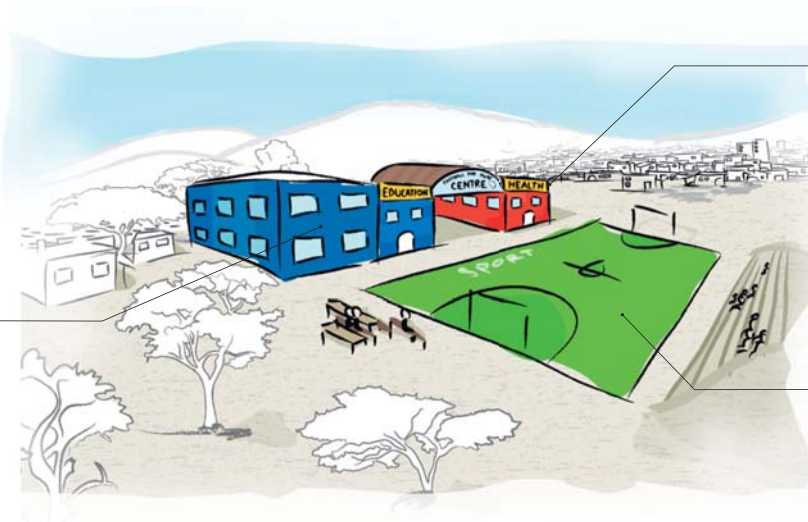
"20 Centres for 2010" is the official campaign of the 2010 FIFA World Cup South Africa™. Its aim is to achieve positive social change through football by building twenty Football for Hope Centres for public health, education and football across Africa. The centres will address local social challenges that young people face in disadvantaged areas by helping to improve education and public health services. "20 Centres for 2010" will promote social development through football long after the final whistle of the 2010 FIFA World Cup™, leaving a tangible social legacy for Africa.

More information on FIFA.com/footballforhope and www.streetfootballworld.org

A Football for Hope Centre consists of facilities dedicated to education and public health as well as an artificial turf football pitch.

Education

Football-based activities are used as an incentive and a tool to provide engaging learning environments for young people. To further support them, the centre provides equipment such as computers.



Public health

Poor health poses a major challenge to socio-economic development. The centres address these challenges by offering a range of services including health awareness programmes for young people as well as a referral system to nearby health facilities.

Football pitch

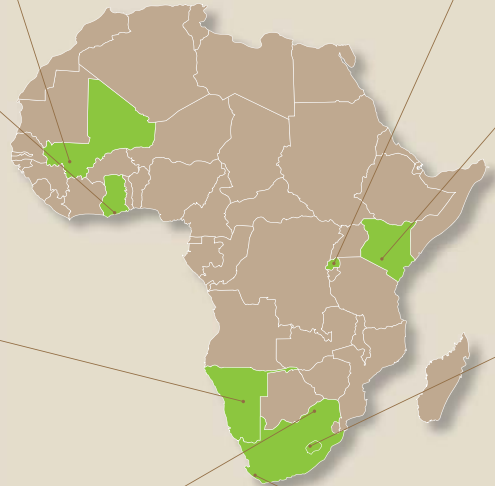
With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social and human development activities.

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The first 8 Football for Hope Centres



Mali Baguinéda, Bamako

Centre Host: Association Malienne pour la Promotion de la Jeune Fille et de la Femme (AMPJF)
Focus: Empowering girls and young women by helping to strengthen their self-esteem and social status in the community.

Ghana Cape Coast

Centre Host: Play Soccer Ghana
Focus: Integrating education into health, social and football programmes to promote leadership and socio-economic development.

Namibia Katutura, Windhoek

Centre Host: Special Olympics Namibia
Focus: Providing individuals with intellectual disabilities and special needs with adequate learning facilities, HIV/AIDS awareness and assistance in job searches.

South Africa Mogalakwena, Mokopane

Centre Host: South African Red Cross Society (Mokopane Branch)
Focus: Serving social service and youth development programmes, peer education, public health, volunteer counselling and testing, and first aid.

Rwanda Kimisagara, Kigali

Centre Host: Espérance - Association des Jeunes Sportifs de Kigali
Focus: Supporting young people through counselling and training to overcome ethnic divides and become peace advocates in their communities.

Kenya Mathare, Nairobi

Centre Host: Mathare Youth Sports Association (MYSA)
Focus: Educating on HIV/AIDS awareness, leadership and the environment, including organising clean-up groups.

Lesotho Maseru

Centre Host: Kick4Life
Focus: Teaching HIV/AIDS awareness including education and testing, essential life skills, personal development and work training.

South Africa Khayelitsha, Cape Town

Centre Host: Grassroot Soccer
Focus: Using football-based programmes to educate on HIV/AIDS awareness and prevention as well as on how to lead healthy lives.

... more centres will follow in Alexandra, South Africa, and other disadvantaged communities across Africa