

Press release

First Football for Hope Centre breaks new ground

Cape Town, 25 May 2009 – As the continent celebrated Africa Day, another milestone was reached in the 2010 FIFA World Cup legacy in Africa with the official sod-turning of the first Football for Hope Centre in Khayelitsha in Cape Town. This project is part of “20 Centres for 2010”, the Official Campaign of the 2010 FIFA World Cup South Africa, which aims to build 20 Football for Hope community centres across Africa.



The centres will address local social challenges in disadvantaged areas and improve education and health services for young people. They will include rooms for public health services and informal education, office space, common space for community gatherings, and a football turf pitch. Each of the 20 centres will be run by an existing community organisation. With guidance from the Khayelitsha Development Forum, the Football for Hope Centre in Khayelitsha will be managed by Grassroot Soccer, a South Africa-based, non-profit organisation that uses football to educate young people about HIV and AIDS and empower them with the knowledge to live HIV-free.

The centres are being developed by streetfootballworld. Jürgen Griesbeck, Managing Director of streetfootballworld, said: “Our vision is that these centres will become hubs for cooperation and exchange among local organisations here in Africa, as well as on a global level, implemented according to the needs of each community”. Architecture for Humanity, a charitable organisation that services communities in need, will construct the centres. The football pitches will be built by Greenfields, a leader in the construction and development of synthetic turf systems.

“The Football for Hope Centres will provide a platform for communities to address social issues such as children’s rights, education, health, HIV/AIDS prevention, social integration and the environment, and will leave a legacy for Africa that will last long after the final whistle of the 2010 FIFA World Cup has been blown,” said FIFA President Joseph S. Blatter.

The Khayelitsha Development Forum spearheaded a request on behalf of the community to host the first of Africa’s 20 centres as part of a collective effort to address the socio-economic challenges in local communities. “It is significant that as we today mark Africa Day the first tangible steps of this wonderful legacy project is being rolled out. It’s always been very important for the Organising Committee and FIFA that this tournament makes a genuine, lasting impact both on and off the field. The launch of this project will help ensure the tournament’s benefits are felt across the continent long after Africa’s first FIFA World Cup has come and gone,” said Dr. Danny Jordaan, the Chief Executive Officer of the Organising Committee.

“The City of Cape Town is delighted that the Football for Hope Centre will form part of the City of Cape Town’s regeneration programme for Khayelitsha which includes the Violence Prevention through Urban Upgrading programme,” said Dan Plato, Executive Mayor of the City of Cape Town. “Through these initiatives we will

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make the Khayelitsha community a safer environment for young people to learn and play”.

Dan Plato was joined at the event by Federico Addiechi, FIFA Head of Corporate Responsibility; Jürgen Griesbeck, Managing Director of streetfootballworld; Dr. Danny Jordaan, Chief Executive Officer of the Organising Committee, and Helen Zille, Premier of the Province of the Western Cape.



About streetfootballworld

streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation (NGO) is a leading contributor to the field of Development through Football and continues to work toward social change on a global scale. At the core of streetfootballworld’s work is the streetfootballworld network, which connects 75 organisations worldwide that use the world’s most popular sport to address social issues.

About Football for Hope

Football for Hope is a movement that uses the power of the game for social development. It is led by FIFA, world football’s governing body, and streetfootballworld, a centre of expertise that supports a global network of local organisations in the field of development through football.

For further information please visit our website: www.streetfootballworld.org.

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