

Media Advisory

Football for Hope Festival site to be inaugurated on 25 March 2010

Berlin, March 24th 2010 – The site in the Alexandra township in Johannesburg, South Africa which will host the Football for Hope Festival 2010 from 4 to 10 July will be inaugurated in an official ceremony at the No. 3 Square Sports Facility on Thursday, 25 March 2010 from 10:30 to 12:30 local time.

Among the many guests attending are Johannesburg's member of the mayoral committee for community development, Bafana Sithole and 2010 FIFA World Cup Organising Committee South Africa CEO Dr Danny Jordaan. The ceremony will also include a star appearance from 2010 FIFA World Cup™ mascot Zakumi, and an "All Stars" football match featuring, amongst others, African football celebrities such as Doctor Khumalo, Phil Masinga, Kalusha Bwalya, Brian Baloyi and Alfred Maimane Phiri.

In addition, the names of the boys and girls who will be representing Alexandra at the Football for Hope Festival 2010 will be announced. During the festival, 32 teams of young people from disadvantaged communities worldwide will be participating in educational and cultural activities as well as in a football tournament at a specially constructed stadium in Alexandra.

Media representatives are cordially invited to attend:

Thursday, 25 March 2010 from 10:30 to 12:30
At No. 3 Square Sports Facility, Alexandra, Johannesburg

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The Football for Hope Festival 2010 is an official event of the 2010 FIFA World Cup™ and is organised by FIFA, streetfootballworld, the 2010 FIFA World Cup Organising Committee and the City of Johannesburg.

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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 85 organisations worldwide that use the world's most popular sport to address social issues.



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