

"20 Centres for 2010"

The official campaign of the 2010 FIFA World Cup™



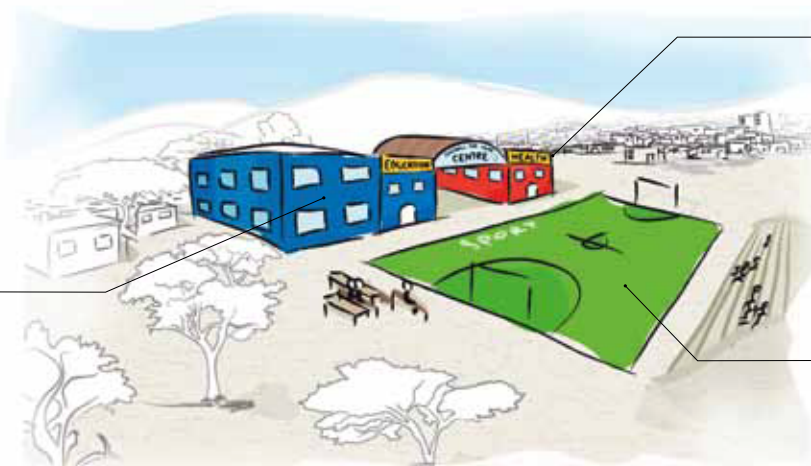
South Africa, Khayelitsha Township, Cape Town

"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 in disadvantaged areas and help improve education and health services for young people. "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.

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 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

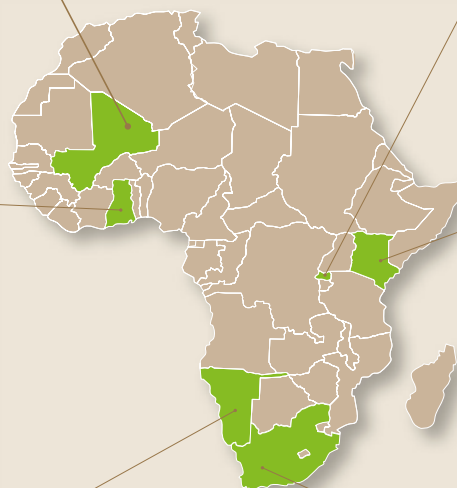
With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social and human development activities.

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The first 6 Football for Hope Centres



Mali Baguinéda, Bamako

Centre Host: Association Malienne pour la Promotion de la Jeune Fille et de la Femme (AMPJF)
Subject area: Anti-Discrimination & Social Integration
Children's Rights & Education
Focus: To empower girls and young women, thereby helping to strengthen their self-esteem and social status in the community.

Ghana Cape Coast

Centre Host: Play Soccer Ghana
Subject area: Anti-Discrimination & Social Integration
Focus: Regular football training sessions, health counselling and learning facilities for troubled youngsters.

Namibia Katatura, Windhoek

Centre Host: Special Olympics Namibia
Subject area: Anti-Discrimination & Social Integration
Focus: Individuals with disabilities and special needs, providing them with adequate learning facilities and assistance with job searches.

Rwanda Kimisagara, Kigali

Centre Host: Espérance – Association des Jeunes Sportifs de Kigali
Subject area: Peace Building
Focus: Through counselling and training, young people are supported in overcoming ethnic divides and helped to become peace advocates in their communities.

Kenya Mathare, Nairobi

Centre Host: Mathare Youth Sports Association (MYSA)
Subject area: Environment
Health Promotion
Focus: Young people are educated on HIV/AIDS awareness, trained in leadership, taught about the environment and called upon to organise clean-up groups.

South Africa Khayelitsha, Cape Town

Centre Host: Grassroot Soccer
Subject area: Health Promotion
Focus: HIV/AIDS awareness and prevention, football-based programmes educating youngsters on how to lead healthy lives