



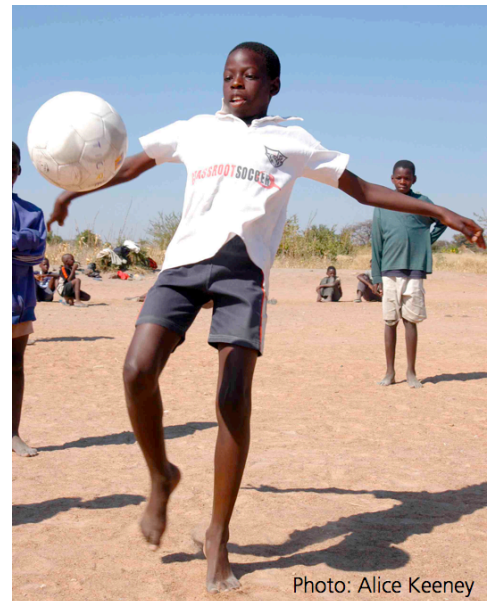
Football for Hope Centre Kick-Off: Celebrating the first of the 20 Centres for 2010

The Football for Hope Centre Kick-Off will take place after the Final Draw for the 2010 FIFA World Cup™, on **5 and 6 December 2009 in Cape Town, South Africa**. The event will celebrate the inauguration of the first Football for Hope Centre, constructed in the community of **Khayelitsha**.

20 Centres for 2010 is the Official Campaign of the 2010 FIFA World Cup South Africa™. Its aim is to create 20 Football for Hope Centres for public health, education and football for young people across Africa. The centres will raise awareness about HIV/AIDS, increase literacy, improve gender equality, integrate young people with intellectual disabilities and promote development in other targeted ways, leaving a social legacy for the African continent.

The event is organised by FIFA and streetfootballworld, along with the 2010 FIFA World Cup Organising Committee South Africa, the Province of the Western Cape, the City of Cape Town, the South African Football Association, the Khayelitsha Development Forum, and Grassroot Soccer. The centre was constructed with the further support of VPUU, Architecture for Humanity and GreenFields.

Grassroot Soccer, the local Football for Hope Centre Host, is a South African-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. From the Football for Hope Centre, Grassroot Soccer will deliver their innovative programmes and services to the community of Khayelitsha.



During the Centre Kick-Off there will be live demonstrations of these programmes on and off the pitch. The event will also feature a football tournament where the teams negotiate their own rules – without referees – to promote communication, understanding and respect. The mixed-gender teams will represent organisations from the Football for Hope movement that are using football to effect social change.

Football for Hope is a movement which uses the power of the game for positive social change. The movement is led by **FIFA** and **streetfootballworld**.

streetfootballworld is a social profit organisation that promotes positive change through football. Founded in 2002, the non-governmental organisation is a leading contributor to the field of Development through Football and works toward social change on a global scale. At the core of streetfootballworld's work is the streetfootballworld network, which connects 82 organisations in 54 countries worldwide that use the world's most popular sport to address social issues.