

## Media Advisory

### Beyond Football ready to kick off in Cape Town

**02/12/2011 – For the first time ever, the renowned Beyond Sport Summit will feature a full day on one of the most powerful sports worldwide: Beyond Football takes place on December 5<sup>th</sup> in Cape Town. The event is organised by Beyond Sport and streetfootballworld with support from adidas and Impact International.**

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In cooperation with



#### Field visit with Lucas Radebe, Oscar Pistorius and Bryan Habana

Members of the media are invited to learn about the outcomes of Beyond Football and to experience first-hand the power of football with streetfootballworld network member AMANDLA EduFootball in Khayelitsha, Cape Town, on **Wednesday, December 7<sup>th</sup>**.

#### Schedule:

- 8.30 a.m. Media shuttle from Crystal Towers Hotel  
[Century City, Cape Town](#)
- 9.30 a.m. Site visit at AMANDLA EduFootball  
[Chris Campbell Memorial Field, Khayelitsha, Cape Town](#)
  - live presentation of AMANDLA EduFootball's programme on crime prevention
  - interview opportunity with sports legends Lucas Radebe, Oscar Pistorius and Bryan Habana as well as representatives of Beyond Sport and streetfootballworld
- Noon Departure of media shuttle to Beyond Sport Summit (Cape Town International Convention Centre)

#### About Beyond Football

A perfect start to an exciting week, Beyond Football will address, examine and amplify the positive social effects that football can have around the globe. The event unites representatives from more than 30 grassroots organisations with representatives from corporations and donors such as adidas, Barclays, Comic Relief, FC Liverpool, FIFA, UEFA, UK Sport and UNICEF.

Case studies and working groups will focus on creating the 'ideal partnership' between investors and practitioners. With streetfootballworld's belief that it takes a team to win a game at the heart of the event, Beyond Football will unite many different players to work together towards a common goal: creating positive change through the power of football.

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## About AMANDLA EduFootball

AMANDLA is an international non-profit organisation that implements football-based life-skills and educational programmes for young people with destabilized, traumatic and non-existent family and community structures in impoverished suburban settlements and residential childcare facilities.

AMANDLA is endorsed by the United Nations Office for Sport for Development and Peace as an extraordinary example of the use of sport as a tool for development and peace building. The organisation engages over 2,500 young people on a weekly basis by providing services to more than 40 non-profit organisations including children's homes, orphanages, shelters for street children, youth prisons and refugee centres in South Africa.

For more information about Beyond Football and accreditation for the field visit, please contact:

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Sarah Bagel (streetfootballworld): [bagel@streetfootballworld.org](mailto:bagel@streetfootballworld.org)

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**streetfootballworld** drives a network of local organisations that use football to provide opportunities to disadvantaged young people and builds a coalition of powerful partners to create social change. For more information visit [www.streetfootballworld.org](http://www.streetfootballworld.org)

**Beyond Sport**, whose global partners include Barclays Spaces for Sport, TIME International and Unicef, is a global initiative that seeks to celebrate and support any organisation or individual with the goal to drive positive social change through sport. For more information on Beyond Sport and the Beyond Sport Summit and Awards, visit [www.beyondsport.org](http://www.beyondsport.org)

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