



Press invitation to the inauguration of the first Football for Hope Centre

Football for Hope, a joint initiative by FIFA and streetfootballworld, is pleased to invite you to celebrate the inauguration of the first Football for Hope Centre in Khayelitsha with FIFA President **Joseph S. Blatter**, **Helen Zille**, Premier of the Western Cape Province and former South African footballer **Lucas Radebe**.

The opening of the first community centre is part of "20 Centres for 2010", a campaign which aims 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 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.

Saturday, December 5th, 2009, 9.30 a.m. – 12.00 p.m.

Football for Hope Centre, Ncumo Road/Bila Street, Harare, Khayelitsha (South Africa)

The day's programme will include:

- From 10 a.m. to 11 a.m. Joseph S. Blatter, Helen Zille and Lucas Radebe will open the centre. This will be followed by a guided tour of the centre.
- From 11 a.m. to 12 p.m. there will be a Q&A session and the opportunity for one-on-one interviews with Federico Addiechi, FIFA's Head of CSR, and Jürgen Griesbeck, Founder and Managing Director of streetfootballworld.

Journalists interested in attending the opening and face-to-face interviews are kindly asked to register via email (ffh_pr@publicis.fr) or fax (+33 1 57 32 85 84) **by November 26th**, 2009. Please note that a detailed programme of the day is available upon request and that all speeches will be held in English.

I will attend the inauguration with ____ additional guests.

First, family name: _____

Media, section: _____

Country: _____

Phone number: _____

Email: _____

I would like to register for a face-to-face-interview between 11 a.m. and 12 p.m. yes no

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

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.