

Press release - Embargoed until August 25<sup>th</sup>, 7pm.

## streetfootballworld honoured with UEFA Monaco Charity Award

Monaco, August 25th 2011 – Today at the Grimaldi Forum Monaco, streetfootballworld was recognized with the 2011 Monaco Charity Award by the Union of European Football Associations (UEFA).

The award ceremony was held at a gala event during the UEFA Champions League draw. Following a decision by the UEFA Fair Play and Social Responsibility Committee, the prize was handed over to streetfootballworld CEO Jürgen Griesbeck by UEFA President Michel Platini in front of representatives from Europe's most renowned football clubs.

The Annual Monaco Charity Award is endowed with 1 million Euros and was created by UEFA in 1998 to recognise commendable organisations that are using sport to achieve positive change.

"We're honoured to receive such a prestigious award. It is a tremendous recognition of our work and the work of our network member organisations, which has focused over the last ten years on using football for social change," said Jürgen Griesbeck after the award ceremony.

"The award strengthens our long-standing partnership with UEFA and ensures that social responsibility continues to grow into an integral part of professional football today," Griesbeck added.

streetfootballworld will use the funds from the Charity Award to implement the 'RESPECT your Health – Euroschools 2012' project, which is part of UEFA's official legacy campaign for the UEFA EURO 2012 final round in Poland and Ukraine. The project aims to support local organisations in all eight UEFA EURO 2012 host cities to become multipliers in health education.

"streetfootballworld has formed a powerful coalition of people behind the aim of seizing the full potential of football for social development, from NGOs to companies and foundations to football bodies. We hope that through this award UEFA can help streetfootballworld to promote their approach even more within the football family and among all that love our game," UEFA first vice-president Şenes Erzik said.

The UEFA Monaco Charity Award is the second international recognition for streetfootballworld within a few months. Jürgen Griesbeck was named European Social Entrepreneur of the Year 2011 by the Global Schwab Foundation in June.

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