

## Press Release

# On World Cancer Day streetfootballworld urges importance of a healthy lifestyle

**Berlin, February 4, 2012 – February 4<sup>th</sup> marks the international World Cancer Day. The World Health Organisation (WHO) lists tobacco use, excessive alcohol use, unhealthy diet and physical inactivity as the main cancer risk factors worldwide. Recent estimates suggest that each year there are more than 7 million deaths, most of which could be prevented. As implementing partner of UEFA's community health education programme RESPECT Your Health – Euroschools 2012, streetfootballworld raises awareness for healthy living amongst young people and their families in Poland and Ukraine.**

The project takes place before, during and after the UEFA EURO 2012 and promotes healthy lifestyles, with a focus on smoking prevention, healthy diet, moderation in alcohol consumption, and encouraging physical activity.

Based on a 'train the trainers' approach, schools, NGOs and local coaches in the eight UEFA EURO 2012 host cities will be empowered to combine sport sessions with health education and use the power of football to engage communities, increase health literacy levels, and establish a common feeling of ownership for community sports grounds.

"We're very pleased to be contributing to health awareness in Poland and Ukraine with RESPECT your Health," said streetfootballworld CEO Jürgen Griesbeck. "Events such as the UEFA EURO 2012 capture the imaginations of millions and are ideal opportunities for triggering long-term, sustainable change. After the success of 'Euroschools 2008' we are very excited to once again join UEFA in seizing the potential of the upcoming European Football Championship."

Activities in schools, youth centres and sport clubs have already begun. The latest news is available on [www.respectyourhealth.eu](http://www.respectyourhealth.eu).

RESPECT your Health – Euroschools 2012 is the third official social legacy programme that streetfootballworld has organised for a major football event. In 2008, streetfootballworld ran 'Euroschools 2008', an education programme, and in 2010 streetfootballworld partnered with FIFA for '20 Centres for 2010', the official social responsibility campaign of the FIFA World Cup 2010.

---

**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)



.....  
**Publisher**  
streetfootballworld gGmbH  
Waldenserstraße 2-4  
10551 Berlin  
Germany

[www.streetfootballworld.org](http://www.streetfootballworld.org)

.....  
**Press contact**  
Niko Wieland  
Media Manager  
Phone: +49 (0)30 39 74 31 82  
Fax: +49 (0)30 78 00 62 45  
[wieland@streetfootballworld.org](mailto:wieland@streetfootballworld.org)