

streetfootballworld to discuss social legacy of major sport events at World Economic Forum on Latin America

Berlin, 28.04.2011 – Jürgen Griesbeck, founder and CEO of streetfootballworld, is one of several high-level panelists who will discuss the potential of mega sports events to drive economic and social progress in an international TV debate for the World Economic Forum.

The debate entitled “Sports: Going for Gold, Goals and Growth” takes place on Friday, April 29th from 9:30-10:30 (UTC–03:00) at the World Economic Forum on Latin America in Rio de Janeiro.

Participants of the debate include: Tony Blair (UN Middle East Quartet Representative), Sérgio de Oliveira Cabral Santos Filho (Governor of the State of Rio de Janeiro, Brazil), Charlie Denson (President, Nike Brand, Nike, USA), Nizan Guanaes (Chairman, ABC Communications Group, Brazil) and Jürgen Griesbeck (CEO and Founder, streetfootballworld, Germany). The discussion will be hosted by Amrita Cheema (Anchor, Deutsche Welle TV, Germany) and will be transmitted by Deutsche Welle TV. The panel will discuss the economic and social impact of major sports events and the role of sport in promoting social equality and improving health and social inclusion of young people.

streetfootballworld works with football associations, multi-national corporations, governmental bodies and community organisations to develop and implement social legacy programmes. In collaboration with FIFA, streetfootballworld coordinates and implements the Official Campaign of the 2010 FIFA World Cup™, “20 Centres for 2010”.

Mr. Griesbeck will highlight the potential of football to accelerate development and social equality and showcase how multi-sector partnerships can be combined with the expertise from a global network of grassroots organisations to drive social change.

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streetfootballworld: it takes a team to win a game

Through the love of football, streetfootballworld brings individuals and organisations together behind a common goal: empowering young people to rise above their circumstances. The streetfootballworld network unites over 80 organisations that use football to tackle social challenges like HIV/AIDS, crime and homelessness. streetfootballworld drives an international coalition of private and public sector bodies to strengthen network members through capacity development programmes, opportunities to share expertise, partnerships, and advocacy work—because stronger network members mean better opportunities for the young people who need them most. streetfootballworld, its partners and the streetfootballworld network aim to reach out to 2,000,000 young people worldwide every year by 2015.

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Provided by

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