



PLAY SOCCER AWARDED

Global Sport Forum 2010 Trophy

"Sport and Education"

Barcelona, March 9, 2010: PLAY SOCCER Nonprofit International (PSNI) was awarded the **2010 Trophy for "Sport and Education"** at the second *Global Sports Forum* in Barcelona. The Trophy for Sport and Education honored PLAY SOCCER's 10-year old "**Play for Fun, Learn for Life**" program as *"the sports initiative that has best promoted the values of citizenship education, training and vocational integration through sport."*

PLAY SOCCER was cited as a pioneering NGO that for the last decade has used football to reach some 40,000 underserved children and youth through its 6-country Network in Cameroon, Ghana, Malawi, Senegal, South Africa and Zambia.

The three day Forum, hosted by the City of Barcelona and Havas Sport and Entertainment, was attended by 1,000 participants from 50 countries around the world, gathering sports personalities and decision-makers in sport, politics, business and civil society to address sport's role in society.

In the presence of Honorary guest Haiti's Minister of Youth, Sport and Civic Action, Evans Lescouflair, the Forum placed sport's social role at the top of its agenda, addressing challenges like sport's role in inspiring and leading initiatives in sustainable development, education, youth integration, health care, the promotion of peace and dialogue, and the achievement of the UN Millennium Development Goals.

The 2010 Honorary jury included: Donna De Varona, of the Women's Sports Foundation; David Douillet, French Olympic Champion in Judo; Hicham El Guerrouj, Moroccan Olympic Champion in Athletics and Member of the IOC's Athlete's Commission; Juan Antonio Samaranch, Honorary President of the IOC; Jonah Lomu, International Rugby Player, and Urdangarin Liebaert, Chairman, Spanish Olympic Champion in Handball.

PLAY SOCCER is a network of nationally established non-profit organisations (Cameroon, Ghana, Malawi, Senegal, Zambia, and South Africa) affiliated under the US-based PLAY SOCCER Nonprofit International (PSNI). PLAY SOCCER's goal is to empower underserved children and youth to lead community development through a year-round program that teaches vital physical, health, and life skills. PLAY SOCCER serves 14,000 children and youth and has reached more than 40,000 since its founding in 1999.

For more information and interviews:
playsoccereurope@gmail.com (EUROPE) + (33) 06.70.38.57.13
www.playsoccer-nonprofit.org