PLAY SOCCER AWARDED
“SPORTS NGO FOR PEACE OF THE YEAR”

Monaco, November 26, 2009: PLAY SOCCER Non Profit International was awarded the prestigious “Sports NGO for Peace of the Year” at the 3rd Annual Peace and Sport International Forum* in Monaco, in the presence of H.S.H Prince Albert II and more than 400 decision-makers from 85 nations, representing sport, politics, business and civil society.

The Peace and Sport Awards, granted by Peace and Sport, honors “individuals and organizations who have made an outstanding contribution to peace and social stability through sport.”

PLAY SOCCER was cited by the jury as an NGO that for the last decade “has demonstrated real expertise in the field of peace education” and “used football to promote tolerance, sharing, loyalty and respect” to reach more than 40,000 underserved children and youth at its six country programs in Cameroon, Ghana, Malawi, Senegal, South Africa and Zambia.

The 2009 jury included Wilfried Lemke, Special Advisor to the UN Secretary General of the Office on Sport for Development and Peace, Hellen Sambili MP, Minister of Youth and Sport in Kenya, Joël Bouzou, President and Founder of Peace and Sport, (Modern Pentathlon), and fellow Olympic champions Wilson Kipketer (Athletics 800m), Pernilla Wiberg (Ski Champion, IOC member), and Johann Koss, President, Right to Play (Speed Skating).

PLAY SOCCER shared this honor with Skateistan, a skateboarding school for children that promotes peace education through sport in Afghanistan.

PLAY SOCCER is a grassroots educational program that unites children, youth and communities to promote development through sport. Soccer provides the foundation for the program and acts as a catalyst for children’s development and for the wider community. The non-profit recreational program weaves physical, health and social skills into a fun, activity-based curriculum that is free and open to all. All year-round, PLAY SOCCER provides young girls and boys, aged 5-15, with access to the skills they need to lead healthy, productive lives. Local youth/young adults are trained as volunteer instructors for PLAY SOCCER, reinvesting their skills and leadership in their own communities.

For more information and interviews:

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