



FOOTBALL 'SANS FRONTIÈRES'

PRESS RELEASE - Embargo until 4 June 2007

The Great Football Giveaway will stop at nothing to give kids around the world the chance to enjoy their childhood.

Victims of war, former child soldiers, orphans, landmine victims, HIV sufferers – The Great Football Giveaway knows no boundaries.

This June a team of UK volunteers will travel to the most remote parts of Angola, a country known for its brutal 30 year civil war, to hand deliver over 3,000 brand new footballs direct to some of the world's most underprivileged kids. Only a broad route map is planned allowing for spontaneity and local knowledge to drive the team to those children that will benefit most.

The Great Football Giveaway is supported by The Premier League and has teamed up with SOS Children's Villages in Angola to deliver the project. The team leave for Angola on 8th June and to travel deep into one of the world's most challenging countries.

Every ball has been donated by a UK football fan and will be given direct to children in orphan centres, schools, youth & charitable projects across the south of Angola, with a personal message from its donor.

Richard Scudamore, Chief Executive of The Premier League says: "The global popularity of Premier League football is now greater than ever before. I am delighted to support The Great Football Giveaway and their goal of encouraging some of the world's most underprivileged children to take up the game."

Paul Clarke, TGFG project director says "Football is played all over the world, by the richest players of the Premiership to the poorest orphans living in African slums. Many kids never get the chance to enjoy one of life's most simple pleasures: kicking a real ball about. Often balls are handmade from bits of plastic tied together with string – real footballs simply do not exist. We can use football as a force for good and change that."

Interviews will be available with Paul Clarke, project director, on Monday 4 June at The Premier League, 30 Gloucester Place, London, W1U 8PL. To arrange an interview call Chrissy Davey on 07738 496 996.

NOTES TO EDITOR:

In 2006 The Great Football Giveaway team travelled over 6,000km through Malawi, one of the world's poorest countries, delivering a container load of thousands of footballs direct to the kids.

Broadcast quality TV and photographic images from Malawi now exist for use. TV and photographic images from Angola will be available from July 2007.

The Great Football Giveaway is a UK registered charity, set up in 2006. TGFG is not some oversized corporate charity – just a group of people passionate enough about football to want to do something positive with it.

To view a 3min film from Malawi visit www.youtube.com/watch?v=JoVNzTZiUIM.

THE GREAT FOOTBALL GIVEAWAY

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