



**For immediate release**

**Chancellor launches Premier League International Development Strategy**

The F.A. Premier League  
**Press Office**  
30 Gloucester Place  
London W1U 8PL

Tel: 020 7864 9190  
Fax: 020 7864 9104  
Email: [press@fapl.co.uk](mailto:press@fapl.co.uk)  
[www.premierleague.com](http://www.premierleague.com)

Chancellor Gordon Brown has today launched the Premier League's international development strategy in Mumbai, India.

Speaking at the announcement of the first of these projects - a three year partnership between the Premier League and Magic Bus, a Mumbai-based sports development charity - the Chancellor said:

"Everywhere you go in the world people want to talk about English football, the players and their clubs. I cannot congratulate the Premier League enough for using this power – you could describe it as England's secret diplomatic weapon – to good social effect.

"You can see here today what Magic Bus is all about – opportunity and community - and it is fantastic that the Premier League have teamed up with them to invest in these people.

"A three year commitment by the Premier League - not just here in India but in Africa and South East Asia too - speaks volumes about what Britain has to offer the world, and how in turn Britain is viewed."

Richard Scudamore, Chief Executive of the Premier League added:

"At home the Premier League and our clubs have a long-held commitment and reputation for investing in community and education programmes.

"Given our popularity and success internationally we felt it only right to take this approach to a wider community.

"Magic Bus is just the type of partner we should be engaging with across India, South East Asia and Africa. Their model of local development and community ownership chimes with the Premier League view that any contribution we make must be sustainable.

"We have two similar pilots planned in Egypt and South Africa later this year and with a significant proportion of our £35m commitment to good causes earmarked for international development there will be a huge amount we can achieve."



Magic Bus offers children the chance to build their self-confidence, work in a team, develop communication skills, learn about health and hygiene and most importantly encourage girls and boys to play together, breaking down gender barriers and influencing community development.

The organisation currently works with 4,000 children and delivers weekly sports sessions close to the children's homes and residential camps at the Magic Bus Centre for Learning & Development, two hours outside Mumbai.

Matthew Spacie MBE, Founder of Magic Bus said:

"We are delighted to be launching this new partnership with the Premier League, an organisation which we see as providing a benchmark in the footballing fraternity. We look forward to sharing best practice in using football for child development and social inclusion projects."

#### **NOTES TO EDITORS:**

1. For more information about the Premier League's International Development Strategy please contact the Premier League press office on 020 7864 9190.
2. Magic Bus is an Indian sport for development organisation, addressing some of the world's greatest challenges of poverty and disempowerment, by promoting personal and social education through sport and outdoor adventure. Every week thousands of girls and boys, living in some of the most deprived and marginalised circumstances in the Mumbai, attend the Magic Bus sessions and a growing team of youth and former recipients of the programme mentor the children through their childhood.
3. For more information about Magic Bus please go to [www.magicbusindia.org](http://www.magicbusindia.org) or call (India) Shirin Juwaley, Communications Manager 98338 95608 or (UK) Alison Adnitt 0091 98218 84619 or 07949645370