

PRESS RELEASE

UNICEF and Soccerex 2008

24 November, Sandton Johannesburg...The Sandton Convention Centre was once again a-buzz as UNICEF South Africa joins numerous football focused businesses to put the finishing touches on their stands for the 2008 Soccerex Convention. The Convention, which officially began on Monday 24th November, will run until Wednesday 26th.

On Sunday, in anticipation of the start of the big football expo, the staging of 5-a-side tournament featuring African, Man United and Liverpool legends attracted large crowds to the Nelson Mandela Square in Sandton City, as adults and children cheered for some of their all-time favourite players.

UNICEF was splendidly represented by the UNICEF African Legends team, who won their game 6-5 and featured the likes of football favourites Shaun Bartlett and Deputy Coach for Bafana Bafana, Pitso Mosimane; Ceaser Maphalla and Alfred Phiri. Two of the stars on the UNICEF team felt that the match was a great opportunity to show young children what they can achieve in sports.

Other UNICEF Activities at Soccerex 2008

This year, there are a number of exclusive items on auction at the UNICEF stand, including a Manchester United football signed by members of the team, two footballs signed by participants of the 5-a-side soccer match, and a T-shirt signed by members of the UNICEF African Legends team. The items were kindly signed by celebrated players such as Mark Fish, Phil Thompson, and John Barnes. The auction draw will take place at 09h30 on Wednesday 26th November.

On Wednesday, UNICEF will participate in a panel discussion about Corporate Social Responsibility (CSR). UNICEF Celebrity Advocate, Pitso Mosimane and a representative from TOTAL South Africa, one of UNICEF's largest corporate partners will be on the panel. Total is supporting UNICEF's presence at Soccerex.

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Visitors to the UNICEF stand (stand 158, hall 158) can learn more about UNICEF's work, particularly in the area of Sports for Development, view films showcasing a number of projects and complete their entry forms for the auction.

Sports for Development

In 2007, UNICEF signed a three year partnership with Soccerex, which offers a platform for UNICEF to showcase its Sports for Development programme, raise funds and engage with the football industry in the lead-up to the 2010 World Cup.

In cooperation with the National Department of Education, UNICEF has pledged its support to help improve the conditions of 585 of the most vulnerable and under-resourced schools in the country. This includes improvement in children's access to sports and recreational facilities, equipment and training. Sports for Development is part of the adolescent development component of UNICEF's child -friendly schools programme, which aims to help reduce young people's involvement in risky behaviour that can lead to HIV infection.

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For more information about UNICEF South Africa and the Sports for Development Programme log onto www.unicef.org/southafrica or contact Kate Pawelczyk on 012 354 8248.