

PRESS RELEASE

UNICEF and Soccerex continue to bring change for children

25 September 2008, Sandton....UNICEF joined development partner Soccerex'08 today for a press conference at the Sandton Convention Centre. The global football expo team introduced this year's convention and launched the construction of the Soccerex Legacy Park in Soweto.

In addition, Soccerex announced the start of a sms campaign in conjunction with the Sowetan, Business Times and Sunday Times newspapers. One lucky winner will be given the opportunity to play as part of a UNICEF Football Legends Team alongside some of the biggest names in football history in the run up to the Soccerex Convention. The proceeds from the campaign will be used to support UNICEF's Sport for Development (SfD) programme and Diambars Football Academy.

The 2008 Soccerex convention, which is now in its second year in South Africa, provides UNICEF with an ongoing platform to talk about their work with children and sport. Billy Hunt, Marketing and Communications Executive of Soccerex said, "Soccerex is delighted to continue its ongoing partnership with UNICEF South Africa. We are keen supporters of all the work they do to improve children's lives and are only too happy to provide them a platform to raise donations and their profile in the global football industry."

This year UNICEF will hold an auction during the convention where items such as signed soccer balls and jerseys will be up for bid. Soccerex 2007 raised R 150,000 for UNICEF with the aim of providing a legacy for children. It is hoped that with the assistance of committed partners such as TOTAL South Africa, the funds raised this year will exceed last year's figure.

Speaking about Soccerex, Nadi Albino, Chief of Education in UNICEF South Africa said, "This is a great platform for us in UNICEF to engage with sport enthusiasts and raise additional funds to support UNICEF's work with government in ensuring that children in South Africa have the opportunity to develop both mentally and physically through Sport for Development".

Soccerex 2008 will take place from 23 - 26 November at the Sandton Convention Centre in Johannesburg. Throughout the 4 days, the event will allow the global business-to-business football community to learn and network under one roof. Over 4000 delegates and 300 exhibitors, from over 95 countries, are expected to attend Soccerex 2008.

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UNICEF would like to thank Pitso Mosimane, Deputy Coach of national football team Bafana Bafana, David Wright, Marketing Director of Soccerex, and world-renowned footballers Lucas Radebe and John Barnes, for their support and commitment to children.

If you would like to stand a chance of winning the opportunity to form part of a UNICEF Football Legends team, sms the word 'SOCCER' followed by your name to 35545.

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For more information about UNICEF's involvement in Soccerex 2008, please contact Justin Bradfield on 082 829 0572 or jbradfield@unicef.org