“Peace and Sport” Helps Goal4Africa’s Global Kick-off
Mandela’s 90th birthday is celebrated in Germany with a fund-raising football match with players Seedorf, Zé Roberto and Gattuso

Munich, 11 July 2008 – Tomorrow, Goal4Africa’s global kick-off will pay tribute to Nelson Mandela’s 90th birthday. The star-studded football match and concert in the Allianz Arena in Munich, Germany will tell the story of Nelson Mandela’s extraordinary life and dreams. Goal4Africa’s mission is to raise awareness about the necessity for education in Africa. The event will be broadcast live in many countries with the aim of motivating viewers to get involved in Nelson Mandela’s dream and donate funds to Goal4Africa.

Football match with world-class players
Spectators and viewers of tomorrow’s kick off fund-raising match will be treated to some of the world’s best football players including Goal4Africa’s first ambassador Seedorf, Zé Roberto, Gattuso, Shevchenko, Terry, Diego and Ballack. Inspired by the Goal4Africa’s goal to create better education for children in Africa, the two teams are called ‘Edu’ and ‘Cation’ to highlight unity when players join forces to support Goal4Africa. Ballack and Seedorf are appointed team captains. Besides his support for Goal4Africa, Michael Ballack is an UNAIDS Goodwill Ambassador, already reaching out to young people by teaching HIV prevention and urging young people to make smart choices. Also, Formula1 legend Michael Schumacher will kick some goals 4 Africa during the match.

Partnership with Peace and Sport
Another supporter of Goal4Africa is the international organization “Peace and Sport” As a partner, “Peace and Sport” will navigate some of the funds collected by Goal4Africa, especially from East Africa and the African Great Lakes, towards Peace-promotion and Peace-building projects. “Peace and Sport” will help to select aid projects and supervise the use of donations to ensure transparency. Amongst others, two Kenyan organizations are candidates to benefit from “Peace and Sport” projects: CECAFA (Council of East and Central Africa FOOTBALL) and the NGO called EYAP.

Sponsor goals
The idea is simple: raise funds by ‘sponsoring’ each goal scored. For the first time, this event gives people the opportunity to sponsor goals scored via (mobile) text messaging. Spectators send an SMS with the word “Goal” to a number that will be communicated during the event. Donations can also be made through the Goal4Africa web site. The donor can select the goal of his or her choice through the web site and donate online via a secure payment platform. Funds collected are entirely donated to education and development programs run by NGOs and local African associations selected by Goal4Africa. This is the area where “Peace and Sport’s” assistance is so valuable; acting as an intermediary to supervise and monitor the use of donations.

Go to www.goal4africa.org for more information about donations.

Live entertainment
Before and during the match, acts will be performed by famous artists. Ali Campbell, legendary voice of UB40, will sing a special Goal4Africa anthem with male choral group Ladysmith Black Mambazo. The anthem is a
unique version of the famous Jimmy Cliff song "Many Rivers to Cross". Spectators are also treated to a performance by world famous DJ Armin van Buuren. The great football anthem "Nessun Dorma" will be sung by British opera singer Keedie and the South African group The Bala Brothers. Loyiso Bala recently performed at the 46664 concert in Hyde Park, London in honor of Nelson Mandela’s 90th Birthday.

**Worldwide broadcast**

Being a truly worldwide event, the Goal4Africa kick off will be broadcast in over 65 countries/regions, including France, Germany, Spain, USA, Argentina, Middle East, Australia and South Africa. For further information and updates, visit: www.goal4africa.org. For more information about Goal4Africa Global Kick Off in Munich and tickets to the match: www.goal4africa.de.

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**About Goal4Africa**

Established in 2008, the Goal4Africa Global Foundation raises funds to build an African Legacy by mobilizing the football world to score goals for Africa in the build up to 2010. Goal4Africa will benefit education and social development through football on the African continent to contribute to the achievement of the 2015 UN Millennium Development Goals. It is inspired by two major upcoming events: Nelson Mandela's 90th birthday, on 18 July 2008, and the FIFA World Cup in South Africa in 2010. By bringing together two forces, education & football, Goal4Africa wants to build sustainable change and a lasting legacy for the future of the continent of Africa. Goal4Africa is endorsed by powerful partners worldwide, such as the Nelson Mandela Foundation and the Peace and Sport Foundation (under the High Patronage of HSH Prince Albert II of Monaco). Top football player Clarence Seedorf is Goal4Africa's first and global ambassador.

**About PEACE AND SPORT**

"Peace and Sport" is an International Organization based in Monaco, created under the High Patronage of His Serene Highness Prince Albert II. A neutral organization, “Peace and Sport” takes action everywhere in the world in targeted areas suffering from poverty, lack of social cohesion, or areas suffering the consequences of armed conflicts, to bring the values and practice of sport to help reconcile communities. "Peace and Sport" makes sport a vector for tolerance, harmony, respect, sharing, citizenship and self-achievement, at the service of Sustainable Peace.

Supported by Governments, world sport governance bodies, International Organizations, private international corporations and international sports champions, "Peace and Sport" creates synergies between various actors to successfully carry out two major types of activity: organizing an International Forum, and Locally-Based Projects, concrete projects completed in areas in crisis throughout the world. “Peace and Sport” was founded by Joël Bouzou, the current President of the organization. M Bouzou is an Olympic medal winner, World Champion in Modern Pentathlon and General Secretary of the Union Internationale de Pentathlon Moderne (UIPM). He is also a member of the Executive Committee of the World Olympians Association (WOA) and an advisor to H.S.H. Prince Albert II of Monaco.

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