



PRESS RELEASE – FOR IMMEDIATE RELEASE

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BEYOND SPORT LAUNCHES SEARCH FOR BEST LONDON PROJECT

Beyond Sport, in partnership with the **Mayor of London**, has launched a new award to find the best project or initiative in the capital which uses sport as a vehicle for positive social change.

The Beyond Sport London Legacy Award will provide a tangible legacy for Beyond Sport's Host City for 2009 with the winning project receiving **£60,000** of funding, provided jointly by Beyond Sport and the Mayor of London, over three years.

The winner will be announced by Mayor of London Boris Johnson at the **Beyond Sport Summit**, July 7-9, during a special presentation ceremony.

Joining the Mayor at the unprecedented Summit will be a number of influential global figures including **Archbishop Emeritus Desmond Tutu**; **Sir Richard Branson**, President of Virgin Atlantic; **Prince Faisal Al Hussein of Jordan**; **Michael Johnson**, multi-Olympic gold medallist; and **Wilfred Lemke**, United Nations Special Advisor to the Secretary General.

The event will also be attended by leaders from business, sport, social innovation, and government with high-profile representatives from over 165 companies and organisations from across the world already confirmed to come to London for the Summit.

Mayor of London, **Boris Johnson** commented: "The Beyond Sport London Legacy Award reflects and encourages some of the work we are already doing in London, specifically to use sport participation and physical activity as a vehicle for positive social change.

"The Awards are a most welcome venture and through our Playsport London programme we will be contributing £30,000 to the programme over the next three years. I look forward to meeting with and congratulating the successful candidates at the special presentation ceremony at City Hall later this summer."

Nick Keller, Founder of Beyond Sport, added: "Through the Beyond Sport London Legacy Award, and in partnership with the Mayor of London, we are looking to celebrate and support organisations that use sport to tackle serious relevant urban issues such as knife crime, health education and social inclusion.

“Beyond Sport is working globally to unearth the best of these projects, but it is fitting that we recognise London as a hub of world sport, incumbent holder of the Olympic flag and the inaugural host city of Beyond Sport, with its own Award and significant funding attached.”

The launch of the London Legacy Award will be supported by a print marketing campaign run in partnership with the Evening Standard.

Beyond Sport is partnered by Barclays Spaces for Sports and Virgin Atlantic.

To read more information on the London Legacy Award and the Beyond Sport Summit and Awards, please log on to www.beyondsport.org.

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