



PRESS RELEASE :

SAINT LUCIA : TARGETING SOCIAL INCLUSION AND THE HEALTH AGENDA THROUGH SPORT

Sacred Sports Foundation Inc is a not for profit, economically, politically and religiously independent charity dedicated to turning the dreams of Caribbean youth into reality through sport.

Based in St. Lucia,-West Indies the organisation has already established an aggressive programme that is actively targeting social inclusion and the health agenda through sport.

The team consists of project managers and sport enthusiasts using their skills to alter the lives of hundreds of Caribbean youth. Nova Alexander-Executive Director says “ We believe there is tremendous potential to use sport in a socially inclusive way and have allied with several organisations, including the Institute of Youth Sport and University of Central Lancashire in the UK to help deliver our goals. As well as recently successfully completing a new national sports coaching plan for St. Lucia, with EU-funding, we have recently assumed control of the St. Lucia Football Association’s youth development programme. We are engaged in a number of sport tourism projects and have a fresh and interesting perspective on the development of sport in the region”.

Sacred Sports Foundation Incorporated, provides an escape from the challenging realities faced by disadvantaged Caribbean youth through long-term sustainable development programmes in areas of social and economic disadvantage, with two broad, interdependent, aims:

- 1) The development of sport in communities
- 2) The development of communities through sport.

The Foundation seeks to create exceptional programmes across all sporting disciplines for young boys and girls, primarily between the ages of 7-23 caught in the poverty trap. They provide international coaches and mentors, to help young participants build skills in football netball, track & field, volleyball, cricket, basketball, beach Volleyball and Beach Cricket and boxing.



Furthermore, the programmes incorporate a range of life skills from helping build character through improved communication and conflict resolution skills, teamwork, leadership and self esteem mentoring, while encouraging sportsmanship and environmental consciousness.

While the programme is particularly focused on youth, it contains elements designed to contribute to building community cohesion among different socio economic areas, but also explores the potential to bridge across different Caribbean communities.

Says Nova “ Our holistic approach is aimed at encouraging Caribbean youth to increase participation in sport through communities. Alongside our basic programme, is a schools enhancement project. We have already begun visiting local schools, tutoring on the positive impact sport can make in kids lives. Our message is a positive voice, often amid uncertainty and doubt.

“We have an unconventional model and approach, which is having tremendous success working with Government and stakeholders in the Caribbean. We expect to begin working throughout the region soon and have the backing of several major organisations internationally.

While we want to remain modest, we also believe that a major benefit of working with our programmes, is the professionalism, organisational skill and management talent we bring when it comes to programme and event coordination. We offer the benefit of being able to organise and run every element of the delivery, marketing and Public Relations process.

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