"20 Centres for 2010"

The official campaign of the 2010 FIFA World Cup™





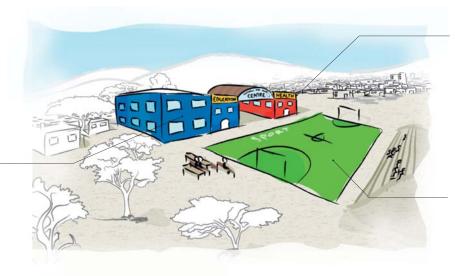
"20 Centres for 2010" is the official campaign of the 2010 FIFA World Cup South Africa™. Its aim is to achieve positive social change through football by building twenty Football for Hope Centres for public health, education and football across Africa. The centres will address local social challenges that young people face in disadvantaged areas by helping to improve education and public health services. "20 Centres for 2010" will promote social development through football long after the final whistle of the 2010 FIFA World Cup™, leaving a tangible social legacy for Africa.

A Football for Hope Centre consists of facilities dedicated to education and public health as well as an artificial turf football pitch.

Education

Football-based activities are used as an incentive and a tool to provide engaging learning environments for young people. To further support them, the centre provides equipment such as computers.

More information on FIFA.com/footballforhope and www.streetfootballworld.org



Public health

Poor health poses a major challenge to socio-economic development. The centres address these challenges by offering a range of services including health awareness programmes for young people as well as a referral system to nearby health facilities.

Football pitch

With its unique appeal and core values that reach across generations and cultures, football offers common ground for engaging in a wide range of social and human development activities.

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Baguinéda, Bamako Mali

Association Malienne pour la Promotion Centre Host:

de la Jeune Fille et de la Femme (AMPJF)

Empowering girls and young women by helping to Focus:

strengthen their self-esteem and social status in the

community.

Cape Coast Ghana

Centre Host: Play Soccer Ghana

Integrating education into health, social and Focus:

football programmes to promote leadership

and socio-economic development.

Katutura, Windhoek Namibia

Centre Host: Special Olympics Namibia

Providing individuals with intellectual disabilities Focus:

> and special needs with adequate learning facilities, HIV/AIDS awareness and assistance in

job searches.

Mogalakwena, Mokopane **South Africa**

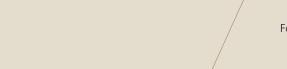
Centre Host: South African Red Cross Society

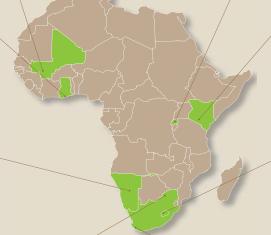
(Mokopane Branch)

Focus: Serving social service and youth development

> programmes, peer education, public health, volunteer counselling and testing, and first aid.

The first f 8 Football for Hope Centres





... more centres will follow in Alexandra, South Africa, and other disadvantaged communities across Africa

Kimisagara, Kigali

Espérance - Association des Jeunes Centre Host:

Sportifs de Kigali

Focus: Supporting young people through counselling

and training to overcome ethnic divides and become peace advocates in their communities.

Mathare, Nairobi Kenya

Centre Host: Mathare Youth Sports Association (MYSA)

Educating on HIV/AIDS awareness, leadership Focus:

and the environment, including organising

clean-up groups.

Maseru Lesotho

Rwanda

Centre Host: Kick4Life

Teaching HIV/AIDS awareness including Focus:

education and testing, essential life skills,

personal development and work training.

Khayelitsha, Cape Town **South Africa**

Centre Host: Grassroot Soccer

Focus: Using football-based programmes to educate

on HIV/AIDS awareness and prevention as well

as on how to lead healthy lives.