

JOINT ADULT & YOUTH WORLD CUP SOCCER TOURNAMENT TO TAKE PLACE IN NEW YORK THIS SPRING.

Tournament will celebrate 2010 South Africa World Cup and provide both soccer and academic tuition for children in under served communities in New York City

The New York Consulate General of South Africa, in partnership with Metro Soccer NY and Play Study Win Inc, have announced that they will be holding the 2010 South Africa New York City World Cup Tournament to promote the game of soccer, the 2010 World Cup and the continent of Africa to adults and to under served communities and underprivileged children in the NY Tri-State region. The program uses a mix of soccer coaching, tournaments and games with literacy and academic components that highlight the history of the game together with social, political and geographical information about South Africa.

The tournament, scheduled to take place at Aviator Sports, Brooklyn, NY over the weekend of June 5th and 6th will pair thirty-two adult corporate teams with thirty-two youth teams from NYC public schools that work with the Sports & Arts in Schools Foundation. Each corporate adult team will be paired with a school team and both will represent a participating nation in the year's World Cup tournament taking place in South Africa from June 11th to July 11th. The adult teams will be encouraged to visit their partner school while the children will learn soccer skills from a 6 week soccer coaching program run by Metro Soccer NY and Play Study Win. In addition, the children will learn about the nation they are representing, the history and geography of Africa and South Africa and the history of FIFA World Cup tournament and the sport of soccer.

"We see this as an opportunity to link two elements of our business in a way that greatly benefits both," said Ian Walker, President of Metro Soccer and Chairman of Play Study Win. "Establishing linkages between some of the corporations who play in our adult leagues and the children participating in our after school programs is a win-win situation. The children learn about different business careers and opportunities; through our relationship with the South African Consulate they learn about the history of South Africa and the World Cup nations; and they learn the best practices of soccer from the Metro Soccer coaches who are working at the school during the program."

In addition to playing in the tournament and working with the schools, the adult teams have each promised to hold fund raising parties in the lead up to the World Cup. These parties will further showcase the 2010 South Africa World Cup and together with the participating tournament sponsors, will provide the necessary funds for continued Play Study Win programming in the public schools.

"The adult players value their contact with these children finding that their interaction with the NYC public school experience is very rewarding one," continued Walker. "The promise is that the relationships we forge here will last longer than the 2010 World Cup and will provide a meaning dialog between New York's corporate culture and children undergoing a public school education. All of this is achieved through the medium of soccer... and everyone gets to play in a great tournament too!"

Metro Soccer NY is one of New York's largest and most established adult soccer leagues. They have over 500 teams and 7500 players participating annually, including many corporate and coed teams. They have organized local and national tournaments for adidas, Carlsberg and Peroni. Their junior program – recently granted 501c3 status and renamed "Play Study Win" – has been providing soccer

and sports coaching services at no cost to children in under served communities for more than 15 years and in over 250 NYC public schools. They have worked with many local and citywide agencies such as the After School Corporation, the NYC Department of Parks & Recreation, the NYC Department of Education and the Sports & Arts in Schools Foundation.

Established in 1992, the non-profit Sports & Arts in Schools Foundation (SASF) offers a wide variety of after-school, Saturday, vacation and summer programs – including sports and fitness activities, performing and visual arts classes, academic tutoring, character development workshops and community service learning projects – that combat three growing threats to the well-being of urban youth: the alarming high school drop-out rate; growing cases of childhood obesity; and increasing youth-on-youth violence. SASF serves almost 50,000 students in more than 300 public schools annually.

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Ian Walker,
President, Metro Soccer NY,
Chairman, Play Study Win, Inc.
Tel: 917 687 8926 info@metrosoccerny.com
www.metrosoccerny.com
www.playstudywin.org

Seth Gladstone
Communications Director
Sports & Arts in Schools Foundation
Tel: 347.417.8197 SGladstone@sasfny.org
www.sasfny.org

Leon P. Naidoo
Vice Consul, South African Consulate General
www.southafrica-newyork.net