

Press release: 4 June 2010

Local Heroes score for social change

As preparations for the FIFA 2010 World Cup™ reach fever pitch, hundreds of South African youth from disadvantaged communities across 4 provinces will compete in a unique “scoring for social change” competition this weekend that showcases sports talent and the power of sport to change people’s lives and build communities. This year the theme is “Celebrating Diversity: A single bracelet doesn’t jingle”

This unique competition called **The Cup of Heroes** is organised by SCORE, a leading sports and development organisation in Southern Africa and is now in its 4th year. Community teams register a team of 30 participants, players (under 16) and youth leaders (under 26), that competes in football, netball and volleyball on the field, as well as scoring points for cultural displays, fair play and community service. One of the highlights this year is the 2010 Partner Country project, for which each team has been assigned a country they must research and then present in a display of song, dance and drama, which is especially significant this year as the world comes to South Africa for the 2010 FIFA World Cup™.

On 5 June 2010, the regional Cup of Heroes competition will see 24 teams go head to head in the cultural and sport competition, competing in clusters of 3 or 4 communities in 8 regional locations across South Africa. The whole competition is based on youth demonstrating sports, life and leadership skills, working as a team, and using sport to reach out to others in their own communities.

The Cup of Heroes competition is part of an intensive, all-year round sport and development programme run by SCORE within participating communities. The 8 regional winners then participate in the international competition, held from 24-26 September 2010 in Gauteng, and are joined by winning teams from Namibia and Zambia, where regional competitions are also being held.

During this landmark sporting year the teams at the international competition will compete for a brand new multi-purpose outdoor sports facility sponsored by the personal fundraising efforts of adidas South Africa CEO, Brian Kerby. Brian took part in the IRONMAN South Africa challenge on 25 April 2010, and used the occasion to raise money for SCORE, after being inspired on a visit to a SCORE project in Khayelitsha.

SCORE Strategic Partnerships Manager, Betty Kgomotlokwa Lallie said, “The Cup of Heroes competition symbolises SCORE’s vision of changing lives and building stronger communities through sport. No team can win the competition on sporting ability alone. The competition aims to promote community building. It promotes gender equality in sport and a sense of community pride by using cultural performances and involving the youth in community service projects. These are also judging criteria for the competition, so it’s very exciting because you have to be the best all round team, not just the best players”.

Interested parties are welcome to attend the regional competitions this Saturday, 5th June. The competitions will start around 9am and will include 5-a-side football for boys, girls and mixed gender teams, mixed gender netball and mixed gender volleyball, team parades, cultural presentations and Partner Country projects.

The following communities will be hosting the regional finals.

Western Cape:

1. Hanover Park hosting Khayelitsha and Mbekweni
2. Zoar hosting Riviersonderend and Dysseisdorp

Eastern Cape:

3. Sterkspruit hosting Mt Fletcher

Mpumalanga:

4. Marapyane hosting Lefisoane, Driefontein and Elansdoorn
5. Schoemansdal hosting Hhoyi and Marapong

Limpopo:

6. Moshate hosting Apel and Mapuve
7. Mohodi hosting Blouberg and Tiyani
8. Thomo hosting Tshidimbini and Rabali

Please contact [Jane Mills](mailto:jane@score.org.za) if you would like to visit one of the Regional Cup of Heroes communities hosting the competition at jane@score.org.za

NOTE TO EDITORS

SCORE – Changing Lives and Building Stronger, Healthier Communities through Sport

About SCORE

SCORE is an African-based Sport for Development organisation that uses sport to empower individuals and build stronger, healthier communities. Having grown from a pioneering volunteer project in Khayelitsha, Cape Town, in 1991, the organisation is now an internationally recognised leader in the Sport and Development sector in southern Africa.

Sports administration and coaching courses include life-skills and leadership components that extend beyond the sports field to strengthen community structures and meet broader community development needs. In addition, sport exchange projects highlight the effectiveness of sport as a global language that cuts across social and cultural barriers to strengthen communities and build new partnerships.

SCORE's Sport for Development programmes are implemented by autonomous national entities in South Africa, Namibia, Zambia and the Netherlands. These entities are supported and co-ordinated by the SCORE International head office in Cape Town which also extends SCORE's reach to other countries and regions through implementing projects for partners and clients.

For further information on SCORE visit www.score.org.za

Mission:

SCORE uses sport to provide children and youth with valuable skills and opportunities that they need to succeed in life and contribute to their communities.

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