

*08 June 2010*

## **Rural Communities connecting with the World**

SCORE is proud to announce the launch of the SCORE for 2010 interactive web community, an innovative and exciting communication path from South Africa to the world. Through a series of forty one interactive websites developed to represent each community taking part in SCORE's unique holiday programme - the SCORE Cup, community members, sponsors and the public can share and exchange information as if they were side by side at the SCORE Cup events. In this way audiences across the globe can share how community sports leaders trained by SCORE are changing lives through sport.

This new web community is distinctive and dynamic. With just mobile phones, a camera and, sometimes, a computer, community members in villages and townships will be able to keep the content on their webpages current directly from the playing fields. For the launch each site will contain general information about the community but once the games begin, the sites will give visitors the opportunity to write blogs, make comments and pose questions to the community they are associated with or interested in.

This information sharing model will be piloted during the SCORE Cup which runs from 10 June to 26 June and will be used by communities as a platform for future community fundraising.

SCORE South Africa National Manager, Theresa Le Roux said, "These sites will begin to empower the youth to develop the skills and confidence to use technology that may previously have been unavailable to them, whilst showing the world the true passion and power of football in local South African communities. This is their time to shine on the world stage, by breaking down communication, cultural and technological barriers."

For many supporters around the world, the 2010 FIFA World Cup™ is about watching football games, but through this innovative platform, SCORE can provide spectators the unique opportunity to interact with communities in the host country during this historic event.

There are three ways to get involved:

- Join a community's Supporters Club and make a donation - this is the perfect way to help the community directly,
- Companies, corporate sponsors and sports clubs can sponsor a SCORE Cup event and will be given the sole branding rights to that community for the duration of the SCORE Cup,
- Donate to the campaign and help sustain future activities in communities across Southern Africa.

For more information and to visit the online community, please visit:  
<http://scorefor2010.ning.com> and [www.score.org.za](http://www.score.org.za).

For more information please contact Koogan Pillay on +27 (0)21 461 0466 or at  
[koogan@score.org.za](mailto:koogan@score.org.za).