

THE BALL



Football's Olympic Torch

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OVERVIEW

The Ball's Mission

Our mission is to establish the legend of The Ball as a powerful symbol for the beautiful game. It is not just any ball, it is The Ball: football's equivalent to the Olympic Torch. Every four years, The Ball travels from England to the World Cup and immerses itself in the passion and excitement of the people it encounters. The Ball explores and celebrates how football enriches their lives and shares the passion and excitement with a global audience. The journey both connects people together and also connects them to the World Cup – for as long as there is a World Cup.

What is The Ball?



The Ball is football's equivalent to the Olympic Torch. Instead of being passed from hand to hand like the torch, The Ball is played with in as many kick-about and games of football as possible along the way. It is more than just a symbol of fair play to be admired from afar — it invites people from all walks of life to *share* in the joy of participation by directly engaging them in playing the game and indirectly by connecting them to the World Cup.

The Ball kicks off from its “Mount Olympus”, Battersea Park in London, where the very first game of modern rules football took place in 1864. The Ball celebrates this moment – the conception of modern football – because it gave rise to a common set of rules which enable the whole world to play together. The Ball's destination is the Opening Ceremony of the FIFA World Cup.

*“It's an honour to sign The Ball.”
— Pat Nevin, former Chelsea & Scotland captain*

On The Ball's epic journey to the World Cup, it is played with in organized games of football, in kick-about and in juggling sessions. Anyone and everyone can engage with The Ball, sign it, kick it and help it along its way. The Ball becomes a

representative of unity in a divided world enriching the World Cup with a symbol that matches the spirit of the Olympic Flame.

The Ball 2010

Until now, The Ball has always been a replica of the official adidas World Cup ball. The current plan for The Ball 2010 is for it to be hand-made in November 2009 at Soccerex in South Africa by the non-profit organization Alive & Kicking, “an African ball made for the poorest African communities — the very embodiment of development through football in Africa”, says James Flecker of Alive & Kicking. This durable and repairable football is made especially for the difficult playing surfaces in Africa.

History of The Ball

In 2002, inspired by the journey of the Olympic flame, the founders of this infectious legend embarked on their pilgrimage with their precious Ball from London to the FIFA Football World Cup finals in Korea & Japan. Their incredible inaugural journey took them on an 8000 mile trip, going overland, on foot, by bus, or train (and very occasionally by plane) across Europe, Central Asia and China. On the way they met and played football with grassroots fans from Tibetan Monks high in the mountains of China to street urchins in the turbulent country of Kyrgyzstan. *A humble star was born.*

Please see the addendum “History of The Ball” for more details.

What is Spirit of Football?

Spirit of Football CIC

On 23rd February 2009, Spirit of Football became registered as a not-for-profit Community Interest Company. The aim of the company is to help establish the legend of The Ball by organising and making the journeys of The Ball from England to the World Cup, for as long as there is a World Cup. The Ball brings attention to the community of diverse projects working in places on its route and emphasizes the role football can play in development.

Personnel

- Christian Wach, Director
- Phil Wake, Director
- Andrew Aris, Director
- Richard Hamilton, Africa Expert
- Sven Söderberg, Volunteer

Please see the addenda “Spirit of Football CIC” and “Who are Spirit of Football?” for more details.

The Journey



In 2010, The Ball will make a 10,000 mile pilgrimage to South Africa through West and East Africa. This journey will be a grassroots celebration of the power and excitement that football brings to a myriad of wonderful cultures on the way to the world's greatest sporting event. In partnership with Special Olympics, The Ball will visit special events at their centres throughout Africa. These events will include games of football to Unified Sport™ rules (Unified Football), where teams feature athletes with and without intellectual disabilities. Everyone is invited to play.

"It's one of the longest games of keepy-uppy the world has seen."
— Claire Heald, BBC

The Ball will initiate the longest game of inclusive football ever played. After touring through Europe, The Ball will head for Africa. It will start in West Africa, Africa's footballing heartland — we'll be tracing a route down the west coast, then cutting inland through the Sahara before rejoining the coast in Ghana and following it to Cameroon. After a flight across the impassable Congo, The Ball will roll down the East Coast to South Africa.

Example Proposed Activities

Special Olympics Togo proposes a welcome of The Ball by the Minister of Sports and Leisure (or the Prime Minister) accompanied by representatives of the Togolese Football Federation and various football clubs. The plan is for an official procession, to be framed by 500 young people wearing Special Olympics T-shirts. The siren of the motorized police force will be in front of the procession to attract a large crowd to cheer at the passage of The Ball. Leafleting en route will publicise a Unified Football match at the end of the procession. TV coverage will be sought.

Special Olympics Namibia proposes holding their event for The Ball so that it coincides with the official opening of their FIFA Football for Hope Centre. The Football for Hope Centre will attract much publicity and media attention as both FIFA

and streetfootballworld delegations are attending; The Ball visiting at this point would therefore be the most appropriate timing.

Provisional Timetable

Launch of The Ball, Johannesburg – Nov 2009	Ivory Coast: 25th Mar — 28th Mar
Kick-off: London – 24th Jan 2010	Ghana: 28th Mar — 1st Apr
Belgium: 28th Jan — 29th Jan	Togo: 1st Apr — 5th Apr
Holland: 29th Jan — 30th Jan	Benin: 5th Apr — 8th Apr
Germany: 30th Jan — 4th Feb	Nigeria: 8th Apr — 14th Apr
Switzerland: 4th Feb — 6th Feb	Cameroon: 14th Apr — 21st Apr
Italy: 6th Feb — 9th Feb	Flight: Yaounde — Nairobi
France: 9th Feb — 10th Feb	Kenya: 21st Apr — 30th Apr
Spain: 10th Feb — 13th Feb	Tanzania: 30th Apr — 9th May
Morocco: 13th Feb — 22nd Feb	Malawi: 9th May — 18th May
Senegal: 22nd Feb — 2nd Mar	Zambia: 18th May — 25th May
Mali: 2nd Mar — 15th Mar	Namibia: 25th May — 2nd June
Burkina Faso: 15th Mar — 23rd Mar	Botswana: 2nd June — 6th June
Ghana: 23rd Mar — 25th Mar	Arrival: South Africa: 6th June

Please see the addendum “The Journey 2010” for more details of proposed events.

Our Partners

Special Olympics



Special Olympics provide year-round sports training and athletic competition to more than 3.1 million people with intellectual disabilities in more than 180 countries.

Alive & Kicking



Alive & Kicking manufactures hand stitched, durable, repairable balls in Sub-Saharan Africa, providing jobs for up to 130 previously-unemployed adults.

F3: Freestyle Football Federation



F3 is the governing body for the sport of freestyle football, promoting the sport as a natural approach to developing skill, staying fit and being healthy.

Goethe-Institut: Todo-Alemán



Todo-Alemán is an online cultural exchange platform of the Goethe-Institut dedicated to encouraging young people to learn more about German language and culture.

DHL Express



DHL Express, Sub-Saharan Africa is part of DHL Worldwide, one of the world's leading logistics companies.

Spirit of Football e.V.



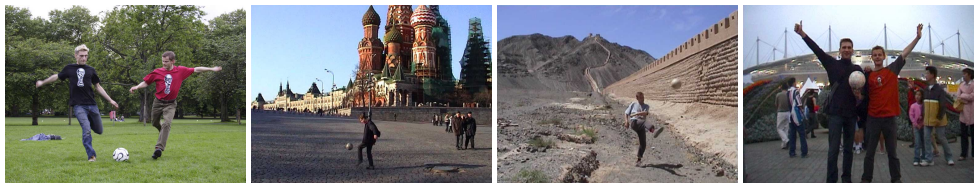
Spirit of Football e.V. uses the possibilities that are offered by football to realize positive social change and academic projects.

Please see addendum "Our Partners" for details of the various roles which partners play in the initiative.

Media

Media that we produce

While football coverage focuses mainly on the professional game and hooliganism, we think that there is an audience out there eager for a wider coverage of the game and its impact in communities worldwide. There are wonderful projects all over the world making a difference using football. Most do not get the publicity that they deserve. Spirit of Football seeks to address this through the medium of The Ball.



In 2002, we ran a "multimedia blog" on the Spirit of Football. We think that this was the very first videoblog. In 2006, we created a more sophisticated videoblog, which could be found and subscribed to in the iTunes Music Store podcast directory. People who subscribed were able to view the videos we produced on their iPods, Playstation Portables, or in a videoblog viewer such as iTunes or Miro as soon as they were produced and uploaded.

In 2010, The Ball and its carriers will share their positive stories with a global audience as anticipation for the FIFA World Cup reaches fever pitch – as Africa prepares to host its first ever World Cup. Our coverage of The Ball's journey adds value to existing organisations by giving them much needed exposure. It helps their stories to get attention by putting them in the context of the World Cup. The media we produce will include calls to action that encourage the donation of Alive & Kicking footballs to Special Olympics projects, delivered by DHL.

Our plan to take the project to the next level — we would like it to become a 360 degree media property. To us, this means distributing the content in ways suitable for TV, film, radio, internet and mobile devices in 2010 and beyond. It means engaging the audience through the use of social media, leading to grassroots coverage of (and involvement in) important local issues.

This is made possible because the journey is a series of interesting and entertaining events linked by the progress of The Ball. These events can be recorded by whatever means necessary to produce the programmes for the variety of media channels that exist today. We will get as much exposure as we can for all those that The Ball encounters on the journey to South Africa.

Coverage that we receive

The Ball's 8000 mile journey across Europe, Central Asia and China in 2002 saw it kicked and signed by footballers, Tibetan monks, British ambassadors and highlighted on FIFA's official World Cup website, UEFA's website, as well as being broadcast on CNN, the BBC and others. In 2006, the shorter trip encountered less people, however it was again featured by many global media outlets, including the BBC, Sky News, The Guardian and many others. Please see the addendum "Press Coverage of The Ball" for a list of known coverage.

There is already strong interest in The Ball 2010. Sky News recently ran a feature on The Ball, as have regional newspapers in Thuringia, Germany (Thüringer Landeszeitung & Thüringer Allgemeine) as well as Deutsche Welle (German radio). Our partnership with the Goethe-Institut has resulted in The Ball being publicised via audio and video podcasts across their network. Andrew Aris was interviewed about the impending 2010 journey on the pitch in front of 5000 spectators before a German 3rd Division match in Erfurt in September and this was covered by the regional TV provider MDR (Mitteldeutscher Rundfunk).

Our strategy for getting coverage is already underway. Spirit of Football CIC will reactivate relationships with media organisations that have already covered previous trips and is in the process of establishing new relationships. A wide variety of media organisations across Sub-Saharan Africa have been informed by Special Olympics and many have signalled their intent to cover The Ball at events organised en route. Reuters Africa, for example, have expressed intention to cover The Ball 2010. Special attention will be paid to local African radio, since many people do not have access to TV or computers.

Legacy

We see the legacy of The Ball primarily as emerging from what our partners do with the publicity and the events that have been generated by the journey. We think of The Ball as the catalyst for their sustainability: Special Olympics will, for example, be using The Ball to kick off their Global Football initiative in 2010. Please see "SOA Regional Football Legacy Proposal" below for details of how this is designed to happen.

The Ball's lasting impact is also currently being developed in partnership with the Goethe-Institut. We will be contributing to their 3-language blog at Todo-Alemán, which thousands of young people around the world will follow. We are currently investigating the possibility of The Ball visiting up to 20 Goethe-Institut-supported

schools in 11 Sub-Saharan African countries en route to South Africa in 2010. Up to 25,000 school children, many of them possible future African leaders, would get the chance to directly engage with The Ball during these visits.

Meetings with the Goethe-Institut in India are scheduled for November in New Delhi, where the proposal is how to integrate the material generated by The Ball's journey into the curriculum for a public school network of 1.2 million pupils across India, where football has recently become a fast-growing sport.

The Ball has educational potential not only in World Cup years but in between World Cups as well. We envisage organisations holding workshops about The Ball's journeys and combining them with football training sessions. These could help young people learn about the geographies, histories and cultures of the places and the people The Ball has visited. Sven Söderberg conducted just such a workshop in Göttingen recently, where 25 Brazilian exchange pupils were introduced to the idea of The Ball — they can't wait to welcome it in 2014.

On every journey to the World Cup, many thousands of ordinary people make direct contact with The Ball, whether by chance in the street or by attending events, playing with it, signing it and helping it along its way. The Ball brings the World Cup closer to people who wouldn't otherwise experience it first hand. At the same time, The Ball introduces a global audience to the great work that its partners are doing — as well as showing them the colourful and vibrant cultures of the places and people it visits. All this helps The Ball extend the impact of the World Cup from the host country to the wider region and the African continent itself.

SOA Regional Football Legacy Proposal

The ability to successfully leverage off the staging of the FIFA World Cup in Africa and establish the necessary networks and resources, should largely be judged by our ability to turn these networks and resources in to a legacy that creates a significant long term return for the athletes and the programs in the Special Olympics Africa region.

Previous World Events have resulted in the hosts building a legacy that varies from infrastructure, to policy changes, to a heightened awareness and even to the transformation of an entire nation. Whilst the legacies differ, 2 common factors have resulted:

- The first is an apparent benefit to the country that hosted the event,
- The second is an apparent lack of real benefit to the region in which the event took place.

It is for this reason that the legacy concept below aims, through partnering with The Ball and other initiatives, at ensuring that the legacy does not remain with the country of South Africa as 2010 FIFA World Cup host alone, but has direct benefit to all the Special Olympics Africa Programs in the region, most of whom will never have the opportunity and benefits of hosting a World Games or World Cup.

Key components

1. Develop a relationship with the Confederation of African Football (CAF) that leads to a formal MOU between SOA and CAF
2. Ensure that the regional MOU is replicated in all member countries between National Federations and SO programs to facilitate new training opportunities for SO coaches, officials and athletes
3. Through the MOU, grow the relationship with CAF to result in Special Olympics Africa hosting a regional football invitational immediately prior or post the Africa Cup of Nations biennially in the same stadia. [1]
4. Leverage off the media attention invoked around the Africa Cup of Nations to build widespread awareness and interest on a program level
5. Create a legacy in the Program hosting the Regional Football Invitational to include elements of the items below:
 - Program initiation (Where no SO program exists)
 - Infrastructure (FIFA Football for Hope Model)
 - Awareness (Media, volunteerism and public engagement)
 - Policy change (e.g. Inclusive education; Budget allocation with National government)
6. Ensure sufficient resources through alignment with CAF sponsors and new resources to sustain and grow the regional football initiative indefinitely and open up new funding sources not restricted to football.

Africa is unlikely to have the privilege of hosting the World Cup for many years to come, so it is incumbent on us to ensure that we not only capitalize on this opportunity, but more importantly, ensure that the benefits created by this event continue to be realized by the athletes in the region indefinitely.

Looking forward...

“Each time the World Cup comes around, we put on our boots for an epic journey from Battersea Park, London to the Opening Ceremony. Our football is our passport as we engage with all peoples and seek out football events and stories using the beautiful game to break down barriers.”
— Phil Wake & Christian Wach, speaking about *The Ball in 2002*

The Ball 2014 and beyond

The 9th January 2014 will mark the 150th anniversary of the FA’s first game of modern football. What better way could there be to celebrate this momentous event than to kick off The Ball’s pilgrimage to Brazil — the country that has taken to the game like no other?

From football fans to football associations, from education providers en route (and around the world) to partner NGOs in need of publicity, from media audiences to sponsors looking to connect with the grassroots, The Ball is for the benefit of them all.

ADDENDA

Spirit of Football CIC

On 23rd February 2009, Spirit of Football became registered as a not-for-profit Community Interest Company. The aim of the company is to help establish the legend of The Ball by organising and making the journeys of The Ball from England to the World Cup, for as long as there is a World Cup. The Ball brings attention to the community of diverse projects working in places on its route and emphasizes the role football can play in development.

At present there are three directors of Spirit of Football CIC: Christian Wach, Phil Wake and Andrew Aris. There are others who are working informally for the organisation: Sven Söderberg, who is studying his masters degree in European Studies in Hanover and Richard Hamilton who is providing expert guidance on Africa. Through our partnerships, we are able to draw on resources that we do not have in-house. Special Olympics, for example, have valuable organisational capacity, contacts and expertise in Africa, whilst DHL have excellent logistical and delivery skills.

Spirit of Football is currently privately financed, although we have been paid for TV and radio appearances, have sold images from the 2002 journey, and written articles for newspapers. We are currently supported by Films@59 in Bristol, who host the video files of the 2002 and 2006 trips. We have a 55 minute documentary of the 2002 journey that can be licensed for broadcast.

The company provides publicly-available media on a dedicated website and through other distribution channels describing the people, experiences and events en route. By creating a shared experience and encouraging links between the wider global football community, The Ball adds value to existing organisations as well as to football itself.

Who are Spirit of Football?

Personnel

Christian Wach, Director

Christian travelled to more than 50 countries following his passion for street theatre, programme-making and storytelling. He performed many shows featuring juggling, magic and acrobatics, and worked in Asia, Australasia, Polynesia and America. Highlights of his travels included an audience with the Dalai Lama, experiencing the reunification of Germany, meeting the Queen of Tonga, escaping unharmed from the Thai mafia and living with tribal people in the rain-forests of Sumatra. He now lives near Bath, UK where he works as an interactive media developer.

Phil Wake, Director

Convinced of the extraordinary power football has to connect people all over the world, Phil has devoted much time over the last 10 years developing The Ball. When he's not restoring furniture or chasing after his 1 year old son Jasper, Phil can be found developing musicianship on drums, playing acoustic guitar and singing, having spent 6 years running and performing with Burn, an acid jazz outfit from Bristol, UK. Phil is also skilled in circus arts, including juggling, acrobatics and sleight-of-hand magic. He now lives in Brighton, UK.

Andrew Aris, Director

Andrew has football running through his veins. As a player, he played football for New Zealand, the University of Notre Dame in the USA and professionally for Rot-Weiss Erfurt in Germany. In 2002 in Korea, he experienced the power of the first FIFA World Cup in Asia. In 2005, he interned in the German World Cup Organising Committee, graduated with a Master of Public Policy from the Erfurt School of Public Policy, and founded the non-profit association Spirit of Football e.V. Andrew has been involved with The Ball since 2005. "As soon as I saw the 2002 5 minute film, I knew that I had to get involved. Now, The Ball has become an obsession."

Richard Hamilton, Africa Expert

Richard was instrumental in the development of The Ball. It was his suggestion that Phil and Christian meet him in Afghanistan – and that they all travel to Korea from there – that led them to the idea of travelling the entire distance overland with The Ball. He works in programme management for CARE USA and more recently for the Norwegian Refugee Council. He has served in North Korea, Burundi, Tajikistan, Afghanistan, Darfur, Sri Lanka and is presently back in Afghanistan. Richard plans to accompany the Ball from Senegal, where his family is now based, on its journey down the west coast of Africa.

History of The Ball

Origins

In 1998, Phil Wake Christian Wach and Richard Hamilton went to the FIFA World Cup in France where they became fascinated by the songs and celebrations of supporters. They were captivated by the power that music had to bring rival fans together and discovered through kick–abouts that football truly is a global language. Infected by the World Cup bug, they began planning an overland trip to the next World Cup in Korea & Japan.

2002

Realizing that their ball was in fact “The Ball” – football’s equivalent to the Olympic Torch – Phil and Christian set off from Battersea Park in London, the birthplace of modern rules football. They travelled 8,000 miles with a replica of the official adidas World Cup ball, going overland, on foot, by bus, or train (and very occasionally by plane) across Central and Eastern Europe into Asia to reach their final destination, the World Cup finals in Korea. On the way they met and played football with grassroots fans from Tibetan Monks high in the mountains of China, to street urchins in the turbulent region of Kyrgyzstan. They wrote and produced one of the very first videoblogs en route. This epic journey was featured on the BBC, CNN, Sky as well as many national newspapers, and an hour–long documentary was also produced.

2006

Four years later, they and their precious ball (as in 2002, a replica of the 2006 adidas World Cup ball) travelled from London to Munich. Along the way they investigated fan culture and football history in Europe. During the World Cup, The Ball was the guest of honour at a 24–hour Football Against Racism Marathon. It also held court over an EU Youth exchange that investigated fan culture in European football.

Our Partners

Special Olympics



“Special Olympics and The Ball together have the power to break down the many barriers and divisions that the world faces. This journey to the World Cup will create understanding and friendships through sport, something that Special Olympics accomplishes daily, throughout the world.”

—Dr. John Dow, Managing Director, Special Olympics.

The Ball is teaming up with Special Olympics which has programmes in over 30 African countries. Special Olympics is an international organization that changes lives by encouraging and empowering people with intellectual disabilities through sport, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Special Olympics Global Football is supported by football greats such as Osvaldo (Ossie) Ardiles, Gerard Houllier, Teofilo Cubillas, Kaka, David James, Doris Fitschen and Christine Lilly. In Africa, Special Olympics is a partner in FIFA’s Football For Hope movement, and in Europe a 10–year partner with UEFA’s We Care program.

The partnership will help to create awareness of the many challenges people with intellectual disabilities in Africa face and will spread the message of acceptance and inclusion and foster unity through participation in joint activities. The Ball will visit Special Olympics Africa (SOA) projects; meet their athletes, coaches and supporters; play many games of Unified Football; participate in SOA festivals; and help SOA to break down negative stereotypes concerning the intellectually disabled. Our partner Alive & Kicking will deliver their durable and repairable balls to SOA programs throughout Africa.

The Ball supports the concept of Unified Sport™, which combines SOA athletes and athletes without intellectual disabilities on football teams for training and competition against other unified teams. When all participants are actively included and accepted on the team, a positive and rewarding experience is guaranteed for everyone and negative stereotypes are diminished.

Alive & Kicking



“We hope that by being a part of the journey we can help Spirit of Football CIC and Special Olympics to use football to cut across cultural barriers, reduce prejudice and celebrate the vital role that football plays in everyone’s lives.”

— Will Prochaska, Director, A&K

We plan to help Alive & Kicking (A&K) to reach their goal of donating 100,000 balls to children across sub-Saharan Africa by the start of the 2010 World Cup. As part of this campaign, A&K will transport footballs to Special Olympics programmes en route.

A&K manufactures hand stitched, durable, repairable balls in Sub-Saharan Africa, providing jobs for up to 130 previously-unemployed adults. The balls are bought by donors for distribution to schools and children’s projects and are printed with health awareness messages. Each job at A&K provides an income for a stitcher which is typically the only income in a family of up to 10 people.

F3: Freestyle Football Federation



F3 is the governing body for the sport of freestyle football, promoting the sport as a natural approach to developing skill, staying fit and being healthy to young people all

over the world. It is guided by 25 respected freestyle experts who act as ambassadors across 20 countries on 5 continents. These ambassadors are pioneers within the sport and each have their regional and national networks of up to 100,000 freestylers.

F3 provides an information portal and social platform for freestylers, enthusiasts and others to get involved with freestyle football worldwide. This network is available to assist partner organisations and their projects around the globe, adding value to events and leaving a consistent legacy of skills. F3 will provide freestylers to offer tricks workshops to players along The Ball's route. Young people will be able to try out these tricks with The Ball as it passes through communities between London and Johannesburg.

Goethe–Institut: Todo–Alemán



Todo–Alemán (TA) is an international online cultural exchange platform of the Goethe–Institut dedicated to encouraging youths to learn more about German language and culture. TA's interactive football content and cultural and social networking complement our vision to use football as a tool to encourage people around the world to learn about culture, history, music, geography and the importance of football.

The partnership with The Ball 2010 was announced at the official launch of the TA web application in New York in August 2009. Further events are planned in Berlin and Erfurt for late 2009. During the journey, one of the directors of Spirit of Football CIC will write a regular blog in English that will be syndicated on the TA website as he accompanies The Ball.

DHL Express



"DHL Express, Sub–Saharan Africa acknowledges what a great and worthwhile positive message the journey of 'The Ball' communicates to so many thousands of people. We are proud to provide our support, through our

world renowned logistical solutions, for its journey across the African Continent”

—Phil Couchman, Managing Director, DHL Express SSA

The Ball will have the support of DHL Express Sub-Saharan Africa. They have agreed to provide logistical support for the journey through Africa. DHL, being one of the world’s leading logistics company, will provide invaluable assistance with the journey across the African continent. They will also be delivering Alive & Kicking footballs that have been donated by the public to Special Olympics projects through Africa.

Spirit of Football e.V.



Spirit of Football e.V. is a not-for-profit organisation based in Erfurt, Germany. The organisation was established by Andrew Aris in 2005 to use the possibilities that are offered by football to realize positive social change and academic projects. The similarity of the names led Andrew to discover The Ball.

Through their partnership with the University of Erfurt since 2006, students have been taking a seminar called “Spirit of Football”, gaining real project management experience and credit points each semester as a result. The students have helped research material for a country database for The Ball’s journey to South Africa and have written outreach letters to organizations throughout Africa. This outreach resulted in first contact with Alive & Kicking, whose subsequent publicity led to first contact with Special Olympics.

Students have also organised several events for Spirit of Football e.V. The most current, called “Fans will be Friends,” will take place in the Thüringen Halle in Erfurt, Germany on Friday October 16th 2009. Spirit of Football CIC will be in attendance to add the story of The Ball to the sporting and cultural mix.

Press Coverage

The Ball 2002

Television

CNN



Interviewed by Tim Lister at Seoul stadium, broadcast Sunday, 16th June 2002

ITN/Carlton



3 minute item about the Battersea Park game on London Tonight

BBC One

Interviewed by the Six O'Clock News team outside the Opening Ceremony

Radio

African Soccer (unconfirmed)

Report of our travels by South African radio station

BBC Radio 5 Live



Friday 31 May, interviewed by Nicky Campbell and Pat Nevin

BBC Radio 5 Live Rated 8th in Simon Mayo's list of Top Ten World Cup websites

Newspapers

Moscow Times

Photo-shoot in Red Square and article

Korea Herald

Front page article Saturday, 8 June 2002

The Chosun Ilbo

Article in Korean national daily published Sunday, 16th June 2002; feature article published the following Wednesday

The Guardian

Featured in back page article published Monday, 17th June 2002

The Brighton Argus

Feature article

Western Daily Press

Feature article

Internet

FIFA

Featured in German version of the Official website

FIFA

Featured on Friday, June 7 2002 in their Photo Gallery

Ananova

Coverage of our journey

The Guardian Online

Featured on Wednesday, June 12 2002 in their World Cup blog

Rediff Guide to the Net

Featured in review of football-related weblogs

This Is Eastbourne

Featured in local news section

UEFA

Video interview by Mark Tompkins: "Mark Tompkins explores Daejon ahead of Spain's match against South Africa".

PlanetGoGo.net

Featured in their review of World Cup weblogs

The Ball 2006

Television

Sky Sports News



Feature broadcast Sunday, 11th December 2005

Radio

BBC Radio 4

Guests on *Excess Baggage*, presented by Sandi Toksvig. Broadcast Sunday, 4th June 2006.

Newspapers

The Guardian (UK)

Blog entry summarising our 2006 trip

FOCUS (Germany)

Fussball statt olympische Fackel

Battersea Park coverage and anticipation in this archived online entry

Thüringer Landeszeitung (Germany)

Article about our project and our proposed visit to the city of Erfurt

Thüringer Allgemeine (Germany)

Article about our project and our proposed visit to the city of Erfurt

Internet

BBC World Cup Blog

Seeking Serendipity

We love the comments people left on the blog entry

Guardian World Cup Blog

Coverage of the 2006 launch in this Comment is Free blog entry

Global Game

Featured in this football culture blog

The Ball 2010

Television

Sky News

Feature on The Ball broadcast Saturday, 15th August 2009

The Journey 2010

4 1/2 months & 24 countries

Summary

Much of the planned itinerary for 2010 is already in place, thanks to Spirit of Football's partnerships with Special Olympics and Alive & Kicking. The itinerary which is presented below is not meant to suggest that all the projects mentioned will be visited, but it shows the route and what events have been proposed to date. At this stage, of course, all events are subject to change as ideas develop. *Please note:* the events marked "SO:" are as received from Special Olympics regional organisations.

Every stop-off, however short, will always be an opportunity to involve people with The Ball and its journey. These encounters (which necessarily lie outside the planning process) add colour, human interest, spontaneity and fun to the trip and to the documentation. It is our experience from previous trips that these random encounters can be the source of some of the most entertaining and engaging stories.

Visits to Projects

The following sub-sections give an idea of the kinds of activities that football-for-development programs might organise for a visit by The Ball, though it would be the decision of the projects what they would want to include.

Presenting The Ball at the event

The Ball could be introduced by revisiting the 2002 and 2006 projects with films and a question-and-answer session. The epic journey in 2010 can be explained and illustrated with Google Earth tours and other media. Alive & Kicking and Special Olympics films could be shown to support this. Participants could be shown how to follow the progress of The Ball online. Most importantly, project participants would be able to play with The Ball.

Documenting the visits

We will be blogging and filming the journey from start to finish, and could feature the visits to projects. Our ethos and approach is that we would foreground the project participants and their stories, guided by them as to what is most important and what they feel needs to be said.

The European Itinerary

16 days & 7 countries

England

Kickoff: Battersea Park, London

The Ball kicks off from its “Mount Olympus”, Battersea Park in London, where the very first game of FA rules football took place in 1864. The Ball celebrates this moment – the conception of modern football – because it gave rise to a common set of rules which enable the whole world to play together.

The game itself is an opportunity to introduce The Ball and its partners to the media. With support from all those involved with The Ball and their presence at the event, this will be an attractive proposition for local and national media. For them, it’s a story that almost writes itself.

Tottenham Hotspur, London

The Tottenham Hotspur Foundation is involved with Special Olympics at local, national and international level through their commitment towards making sport inclusive, and providing the most appropriate player pathway for disabled people from grass roots to elite levels of sport.

We are investigating the feasibility of a short game of Unified Football with players drawn from SO athletes and Street League on the pitch at White Hart Lane. After the game, players get to meet the professional footballers from both Spurs and their opposition. Possible date: Tuesday, 26th January (20:00) when Tottenham play Fulham in the Barclays Premier League.

Germany

Berlin

The Ball could visit the Olympic Stadium in Berlin, where the last World Cup Final was played, with young people from Das Kick School Team. This could include a game of Unified Football with players drawn from a combination of SOF, Laureus, Das Kick, the Goethe-Institut and German parliamentarians from the Bundestag.

Stuttgart

The Ball could visit Kick for More: Street Football for Tolerance with a Laureus legend. Young people from Kick for More could visit the Daimler Chrysler Stadium in Stuttgart and see Bundesliga game. Possible date: 31st January 2010, when VfB Stuttgart play Borussia Dortmund. We see the opportunity for a promotional event with Laureus member and German football icon Franz Beckenbauer who has already committed to signing 20 replicas of The Ball.

Switzerland

Zurich

As FIFA are based here, we would offer them the opportunity to participate in the project, perhaps through a FIFA dignitary signing and kicking The Ball.

Italy

Milan

The Ball could visit Special Olympics' Team Ambassador Inter Milan. It could be possible to arrange a short game of Unified Football with Inter Milan stars at the San Siro. Special Olympics athletes could run onto the field with the players prior to the game. Possible date: Sunday 7th February 2010 when Inter Milan play Cagliari.

"It is estimated that only 1 in 500 children with intellectual disability will be given the chance to play football due to being seen by their peers as being 'different' or 'without ability'. Inter has committed to using its profile to help change this in Milan, Italy, and around the world, and in doing so make a contribution to the general promotion of the values of human dignity and social inclusion that the world so badly needs."

— Inter Board member Angelo Moratti, President of SO Italy and a SO International Board Director.

France

Lyon

The Ball could visit Laureus-supported project Sport dans la Ville. Interestingly, Sport dans la Ville is involved in an international exchange program run in conjunction with similar charities in Brazil (Gol de Letra) and the USA (Harlem RBI). A bonus of this visit could be the establishment of good links for the 2014 journey to Brazil.

Spain

Madrid

Visit Special Olympics Spain, invite SO Ambassador and Real Madrid Galactico Kaka to meet The Ball at the Bernabeu Stadium.

The African Itinerary

4 months & 17 countries

Morocco

SO: We have proposed to SO that since the SO World Forum is happening in Morocco just as we arrive in South Africa, The Ball should undertake some promotional activities for the event. We hope that HRH Lala Amina, the President of Special Olympics Morocco, can sign and kick The Ball on its way.

Senegal

Dakar

SO: TBC by Special Olympics

Mali

Bamako

SO: We want to benefit from the passion around the football to launch a large media campaign at the time of the passage of the Ball.

- A marathon Race through the city of Bamako including SO athletes,
- A Unified Football match

The marathon race will be sponsored by the ministry of sports and thus mobilize state and private medias. The mounted police force will also join and assist with their siren.

The Unified Football match will still enable us to showcase our athletes' skills and draw the attention of the public.

It is obvious that the Ball event is welcomed in Mali.

Burkina Faso

Ouagadougou

SO: Special Olympics Burkina will organize a gala football match, which will gather players — gents and ladies — from different social and intellectual backgrounds. All finally-selected players will be split and then confront in two mixed teams. Each team being enclosing players from different social categories along with athletes from Special Olympics Burkina:

- Intellectually disabled people,
- Ministers,
- Physically disabled people,

- Members of the Parliament,
 - Professional football players (of the national championship),
 - Business Men,
 - Artists, musicians, actors,
 - Students / School Boys,
 - Journalists from National Governmental Radio–TV channel (RTB),
 - Print Media (Sidwaya...),
 - Football referees, Traditional and religious authorities
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Ghana

Special Olympics have no program in Ghana, so The Ball has a chance to investigate some of Africa's footballing history. In 1903, backed by a sports enthusiast and headmaster, a group of 22 keen pupils of the Cape Coast Govt Boys School embarked upon a secret training course in football. They trained mostly at night, when the full moon was over Victoria Park, then a well-kept place for official ceremonies. The Ball also plans to visit the oldest existing club in the country today, The Accra Hearts, who were founded in 1910.

Togo

Lomé

SO: Welcome of The Ball by the Minister of Sports and Leisure (or the Prime Minister) accompanied by the Representatives of the Togolese Football Federation and various football clubs.

- The official procession will be framed by 500 young people wearing Special Olympics T-shirts. The siren of the motorized police force will be in front of the procession to attract a large crowd to cheer at the passage of the ball.
 - 10,000 leaflets of Special Olympics will be distributed to all the participants during the procession.
 - Of course a television broadcast (TV programming) will be attended by the national program responsible persons and the emissary who will bring the Ball.
 - The procession will end its race at a large football field of the Lome city before a crowd of about 3000 people. A short football match will confront the SO athletes' team and a team enclosing players from schools.
 - A cocktail will be offered by Special Olympics for 100 people (officials and Sponsors).
 - On the ground we are managing to get the famous Togolese football player, Mr. Adebayor involved.
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Benin

Cotonou

SO: We plan to make stands where we are going to show our athletes past performances and prize record through a photos show. This will be coupled with a football match where our athletes will showcase their skills. We're also planning to conduct along with the football match Healthy Athletes screenings. But, the day before the event, we will hold a press conference/or initiate a TV program on Special Olympics. And will be in attendance government officials, in particular Ministers will be invited (Minister of Sports, the Minister of Family, Mother and Children, and the Ministry of Public Health). Representatives of international organizations will be targeted and invited as well.

Nigeria

Lagos

SO: Send proposal of The Ball to soccer legends e.g. Kanu Nwankwo, JJ Okocha, Daniel Amokachi and Christine Chukwu for their endorsement and participation. Plan a funfair around the arrival of The Ball in Nigeria including a novelty 5 a-side match between a SO Nigeria team and these legends. Events for The Ball would be held in Lagos and Abuja and would involve all necessary government officials. Nigerian media campaign would start in January 2010.

Cameroon

Yaounde

SO: The event that SO Cameroon is considering organizing for The Ball will consists of two parts. First of all, there will be a parade of The Ball across the city following a predefined route including some symbolic football venues in Yaoundé. Then will follow a football tournament. The event will also include a cultural aspect. The whole event being supported by a large media campaign to promote the event and raise public awareness.

The itinerary of The Ball:

- The City hall, site of the first football stadium in Yaoundé,
- The "Ahmadou Ahidjo Stadium", the stadium where the first African Cup of Nations ever held in Cameroon took place in 1972.
- The arrival of The Ball at the Ahmadou Ahidjo stadium, will give the start to the opening of the football tournament. And the tournament will end with the departure of the Ball.
- A Unified Football tournament bringing together school boys/students and Special Olympics athletes will be held.

The cultural aspect will be ensured by several dance groups including disabled and not disabled persons that will be placed not only along The Ball's route, but also at the "Omnisport Stadium"

Kenya

The Ball will visit Alive and Kicking's stitching center in Nairobi.

SO: SO Kenya is proposing to work with Football Kenya Limited (FKL) and the Ministry of Sports.

Football Kenya Limited:

- SO Kenya is planning to formally introduce Special Olympics and to present a proposal to Football Kenya Limited regarding planned activities for the arrival of The Ball in Kenya.
- Request Kenya Premier League, which runs the football league in Kenya, to organize for Special Olympics athletes to play in games as curtain raisers during major league matches.
 - League matches are broadcast live through Supper SportChannel and this partnership would create a lot of awareness.
- FKL to donate a certain percentage of gate collection to SO Kenya and also value in kind in terms of facilities and sports equipment.

Ministry of Sports:

SO Kenya will seek an appointment with the Minister or Commissioner for Sports to see how the Ministry can help SO Kenya create a major publicity campaign during the time The Ball will be in Kenya and to see how the Ministry can support future SO Kenya soccer initiatives.

Tanzania

There will be a personal dimension to the trip for Christian at this point, because his grandmother, Katarzyna — the wife of Bronislaw, whose grave he found in Uzbekistan on the 2002 trip to Korea & Japan — is buried in the village of Tengeru at the foot of Kilimanjaro. No-one in his family has ever seen the grave.

Dar Es Salaam

SO: The proposal is that when The Ball is in Dar Es Salaam that a Special Olympics Unified Football match be a curtain raiser to one of the local big soccer matches.

Malawi

Blantyre

SO: May 25th — 27th 2010. Special Olympics Malawi is proposing events in the Southern region — Blantyre including in Blantyre Town, Chilomoni, Zingwangwa and Bangwe.

- SO Malawi officials, athletes and stakeholders would parade in the above named areas while carrying The Ball. In the end there would be an event at Kamuzu stadium which would include a number of activities.
 - The Ball would be welcomed. There would be a football match between the Big Bullets and MTL Wanderers (the two most popular clubs in Malawi) at Kamuzu Stadium a multi-purpose stadium which holds up to 50,000 people in Blantyre.
 - Two SO Malawi teams from Montfort and Namilango would compete in a five a side match using The Ball. In addition there would be Unified Sports™.
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Namibia

Windhoek

SO: Special Olympics Namibia proposes holding ‘The Ball’ event so that it coincides with the official opening of the FIFA Football for Hope Centre. The Football for Hope Centre will attract much publicity and media attention as both FIFA and streetfootballworld delegations are attending; The Ball visiting at this point would therefore be the most appropriate timing. SO Namibia envisions:

- Aggressively publicizing the event at least a month before hand and when the representatives of ‘The Ball’ arrive.
 - Holding a press conference a day prior to the opening of the Centre to attract the community around the activities and to announce the opening of the Centre.
 - A Unified Football match between diplomats and members of Parliament and the Namibian Government together with SO athletes
 - The match would take place at the Centre as there would be a great deal of international media covering it.
 - This match would be officiated by the Namibian Football Federation as they are partners of Special Olympics Namibia.
 - The match would be followed by another Unified Football game to demonstrate what activities the Centre is primarily designed to carry out in terms of sports.
 - ‘The Ball’ itself could be used in games and activities.
 - The official handing over of donated replicas of ‘The Ball’ would take place here.
 - A representative from SO International would be invited too to attend and can announce the SO Namibia—SO International partnership which will manage the Centre.
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Botswana

Gabarone

SO: Special Olympics Botswana would like for The Ball awareness campaign to begin in September 2009. The program should include Government, the Football Federation and Law Enforcement in the delivery of activities around 'The Ball'. Media will be involved in all planned activities. The program plans to put together local Unified teams who would compete in a league appropriately named 'The Ball':

- The league would comprise 8 to 10 teams to play games in their locations.
 - These teams would be Football for Hope teams and can help to enable collaboration between the Football for Hope project and 'The Ball'.
 - Two teams qualify for the final — One in the south of the country and the other in the north.
 - When 'The Ball' arrives in Botswana in 2010, it is to be used in the final
 - Where the outgoing sports Minister, who has been very supportive of Special Olympics Botswana, will sign 'The Ball'.
 - Law Enforcement will hold a torch run around "The Ball" as it is delivered into the stadium for the final match.
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South Africa

The Ball will arrive in Johannesburg to great fanfare.

SO: Special Olympics South Africa are proposing a game of Unified Football with a 5-a-side ladies event in Lenasia south of Johannesburg. Event will also feature other teams, but the focus will be on female participation in this community.

Special Olympics South Africa is working closely with the FIFA Local Organising Committee to see what other potential opportunities there for participating in joint activities during the World Cup.