

What is *The Ball*?



2002



2006



2010



2014

The Ball is football's equivalent to the Olympic Torch; a legendary football and the star of the beautiful game. Every four years, it kicks off from its "Mount Olympus", Battersea Park in London, where the very first game of modern rules football took place. Its destination is the Opening Ceremony of the World Cup.

Until now, our symbolic football, known as "The Ball", has been a replica of the official World Cup ball. For the epic 2010 African adventure, The Ball will be made in South Africa by the non-profit organization Alive & Kicking. It will be an African ball made for the poorest African communities; the very embodiment of development through football in Africa.

Contact us



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Our partners

Alive & Kicking

Special Olympics

Freestyle Football Foundation

Spirit of Football eV

University of Erfurt

Insight Share



THE BALL

Football's equivalent to
the Olympic Torch



Korea & Japan 2002



Germany 2006



South Africa 2010



Brazil 2014

A GRASSROOTS INITIATIVE

What has *The Ball* done?



Kick off!



The Ball arrives in Korea

The Ball's first epic journey of 8000 miles across Europe, Central Asia and China in 2002 saw it kicked and signed by professional players, Tibetan monks, British ambassadors and countless others. We created one of the first ever videoblogs during the trip.

In 2006, a shorter trip to Munich led to The Ball being received as a guest of honour at an EU YOUTH exchange called "With a Spirit of Football" and at a 24 hour Football Against Racism Marathon.



Spirit of Football

This is The Ball 2010

10,000 miles in 5 months

16 African countries

Football and music festivals

Countless Unified Football games

Exposure for football for development

Videoblog and social networking

"One of the longest games of keepy-uppy the world has seen"
Clare Heald, BBC

"I think The Ball represents peace and fairness that we will all love to see around the globe, connecting communities and nations together, regardless of the race."
Kitso Masi, Director, SEDYEL, Botswana

"It's an honour to sign The Ball"
Pat Nevin, Former Chelsea & Scotland captain

What is *The Ball* going to do?



Freestyle skills



Unified Football

In 2010, The Ball will make a 10,000 mile pilgrimage to South Africa. It will immerse itself in the passion and excitement of the African continent in the run up to the World Cup – and share those insights and experiences with a global audience.

The Ball will celebrate the vital role that football plays in people's lives. It will be kicked by countless people as it investigates local football culture along the route.

The Ball will visit festivals of music, dance and Unified Football organised by Special Olympics in Africa, where young people can take part in football workshops led by freestyle experts. Alive & Kicking will deliver balls donated by our audience and sponsors to African organisations.

All this helps The Ball leave a lasting legacy and extend the impact of the World Cup to the whole African continent.

In 2014, The Ball will head through the Americas to Brazil; another epic journey that will be a fantastic opportunity to build on the achievements of 2010.

Help create a legend!

These epic, collaborative, interactive and inclusive adventures will create a travelling legend. Contact us now to take part! E-mail info@spiritoffootball.com