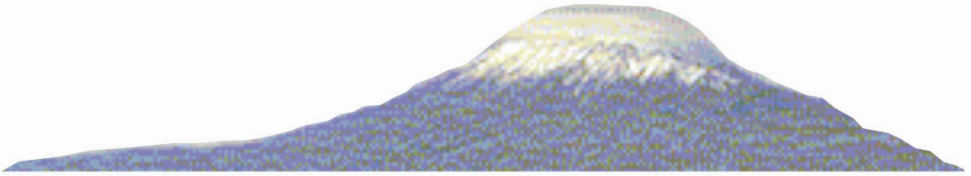




EAST AFRICA CUP



**For attention of the Editor/all editorial staff
21-5-2010**

Contact:

Nick Raistrick 004470392 601 627

Nick.Raistrick@bbc.co.uk

The world is watching.

All eyes are on Africa this June – the glory, the sunshine, the skill and the spectacular setting: could this tournament be the best yet?

The East Africa Cup (EAC) now boasts 1300 participants from Zambia, Kenya, Tanzania, Rwanda and Uganda and whilst some people will be looking to South Africa for their summer football fix, Mount Kilimanjaro in Tanzania provides the stunning backdrop to the event whose aim is to 'empower youth through sports'.

In practical terms this means that the EAC is about more than football – in fact nobody kicks a ball until they have attended a morning workshop. These include topics like HIV and AIDS awareness, leadership skills, first aid and conflict resolution.

In fact the tournament brings together people who use sport in their community and young people from countries where contact has sometimes been through conflict.

Although the quality of the football is very high – teams that do well in the EAC typically go on to participate in the big Scandinavian tournaments like Dana Cup and Norway Cup, and often win their categories!

There is also an emphasis on improving the participation of girls. George Kamau, the chair of the Organization Committee, says: "The

ideal objective is a gender ratio of 50/50 – the current ratio is 55/45 – but we are improving every year says.”

-More-

“The world is watching /2”

EAC now boasts 1300 participants from Zambia, Kenya, Tanzania, Rwanda and Uganda.

The participants are exposed to a unique blend of football and seminars encompassing issues like sports medicine, media training, leadership training, HIV aids awareness, conflict resolution, refereeing, coaching and cultural networking.

The EAC is annually held in the picturesque town of Moshi, under the brooding glaciers of the magnificent Kilimanjaro – during the last ten days of June. This year’s official dates are from June 22 – 27.

The event hosts 4 categories – Under 16 girls and boys, and Under 13 girls and boys. One of the main objectives of the EAC is also to foster the development of girls participation in their respective communities. Seminars and athletic activities therefore put a major emphasis on improving the participation of girls.

Partners in the EAC are formally Norwegian People’s Aid (NPA), Kristen Idretts kontakt(KRIK), Mathare Youth Sports Association (MYSA), and Christian Sports Contact (CHRISC). Other supporting partners are BBC, Right to Play, Norway Cup, Norges Idrettsforbund, Fredskorpset, Statoil, Ultimate Security Tanzania, Tanzania Football Federation, Tanzania National Sports Council, and NORAD.

We are looking for East African journalists to cover the tournament and attend training sessions at the event – if you are interested, please click [here](#) or contact. We aren’t looking for sports journalists, but you must have an interest in covering development issues and reporting sports for development. For more details, please contact nickraistrick@bbc.co.uk

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For further information:

Visit the official website www.eacup.org

For further enquiries, please contact:

Bjarte Oen

The chairperson Executive Committee – East Africa Cup

Postal Address: Pb. 3822 Ullevål Stadion, 0805 OSLO. Norway

Telephone: +4722588020

Fax: +4722588021

E-mail: ec@eacup.org

George Kamau

The Chairperson Organizing Committee - East Africa Cup

Telephone: +254722833720

Fax: 020-2416653

E-mail: oc@eacup.org

About the organisers

KRIK Norway -is the international section of – Kristen Idrettskontakt (Norway). It is also known as GlobalKRIK. It is a founding partner for EAC, and EAC is only one of the projects they participate in internationally.

www.krik.no

Norwegian People Aid (NPA TZ) -is an NGO based in Norway. NPA has developed an extensive programme in Tanzania in which a primary focus is on youth rights and the right to participate. The EAC is an important tool in this regard.

www.npaid.org

Christian Sports Contact (CHRISC East Africa) -is an NGO in East Africa run by youths themselves in collaboration with local churches and institutions, CHRISC Norway and the Stromme Foundation. The vision of CHRISC is to empower young people in Eastern Africa through sport, education, leadership training, faith/moral development, and health information. CHRISC programs are found in Tanzania 5,600 participant in 4 districts, Uganda 6,500 participants in 5 districts, Kenya 6100 participants in 3 districts and Rwanda which is still in its infancy.

www.chrisc.org

Mathare Youth Sports Association (MYSA Kenya) - is a self-help program linking sports with environmental clean-ups, AIDS prevention, leadership training and other community service activities involving approximately 20,000 young people. Started in 1987 within Mathare slum in Nairobi – Kenya, the organization has grown from a small youth group to an internationally renowned youth serving organization that promotes sports for development.

www.mysakenya.org