

THE **Ball** 2010



Special Olympics
Africa
Be a fan™

THE BALL 2010

Every four years "The Ball" aptly dubbed "Football's Olympic Torch" kicks off from its "Mount Olympus" - Battersea Park in London, and begins its journey to the opening ceremony of the FIFA World Cup.

In 2010 Special Olympics Africa teamed up with The Ball for an epic journey beginning in Dakar, Senegal and ending in Johannesburg, South Africa.

As a partner of Special Olympics Africa (SOA), Spirit of Football, the organization behind The Ball, aimed to showcase the achievements of intellectually disabled athletes in Africa through joint activities around The Ball.

In 2010, The Ball was made in Africa, by Africa, for Africa through a partnership with the social enterprise Alive and Kicking. They provide repairable hand-stitched leather balls that are suitable for the tough playing conditions in Africa.

In Africa "The Ball" teamed up with Special Olympics programs in Senegal, Mali, Burkina Faso, Cote d'Ivoire, Togo, Benin, Nigeria, Cameroon, Kenya, Tanzania, Malawi, Namibia, Botswana and South Africa. Activities centered around Unified® Sport were held in each country which included many games of football that included Special Olympics athletes competing in teams with mainstream partners.

DHL Sub-Saharan Africa partnered with Special Olympics Africa on this incredible journey of inclusion and acceptance. Their support was integral to the successes experienced and ensured that enormous awareness was created about intellectual disability in Africa.

The Ball 2010 Partners



ALIVE & KICKING

Sponsored by





Special Olympics Africa (SOA) launched its partnership with The Ball in conjunction with the launch of the African Football Initiative. The event took place at Soccerex 2010 in Nelson Mandela Square, Johannesburg, South Africa with a friendly Unified® celebrity football challenge. Special Olympics athletes competed in two teams with celebrity teammates Lucas Radebe, Mark Fish, Shaun Bartlett, Janine van Wyk, Darren "Wackhead" Simpson, Bongani Nxumalo and Revin John. First Lady, Mrs. Zuma kicked off the match which raised enormous awareness for The Ball both locally and internationally.



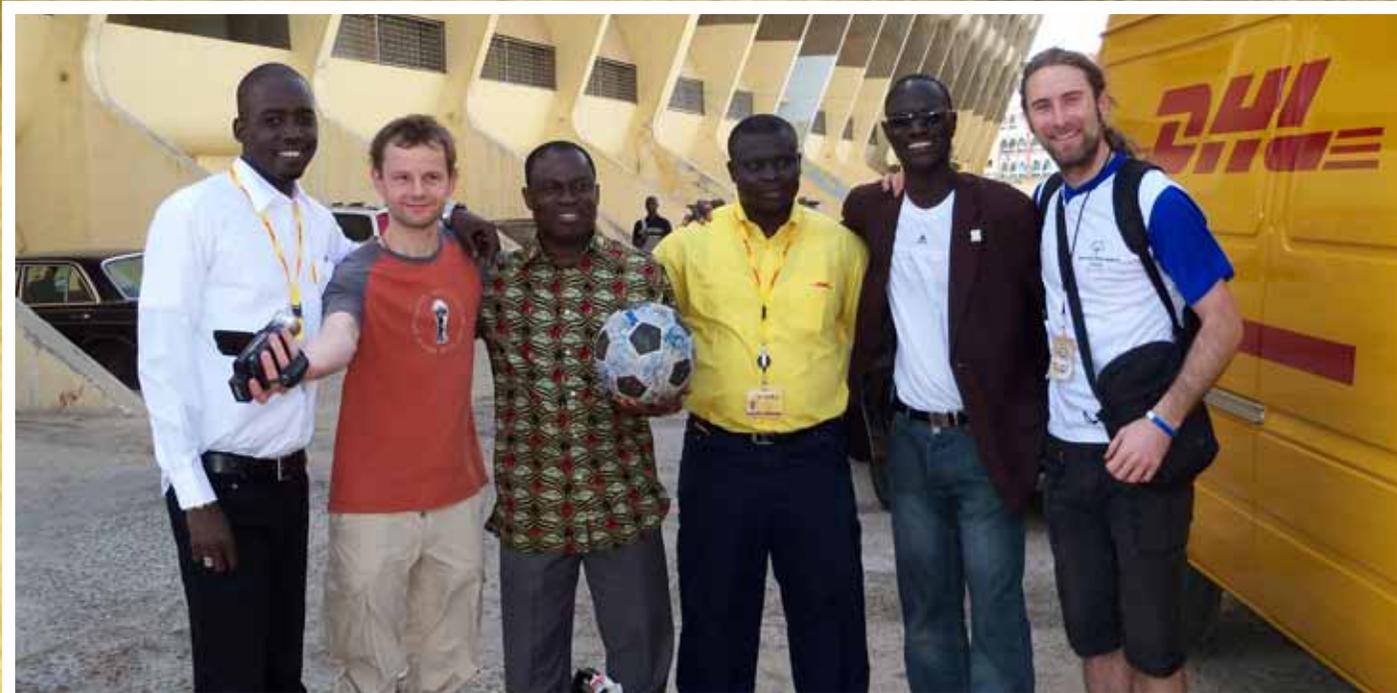


SENEGAL

Senegal was the first Special Olympics program country to welcome The Ball on its journey through Africa.

During its stay they organized the following activities.

- A welcome press conference which was well supported by local media.
- A DHL supported cavalcade set off from INSEP, the National Sports Institute, to visit special schools in Dakar. Students and staff alike at the Talibou Dabo, Estel and Aminata Mbaye schools enthusiastically welcomed the arrival the symbol of unity and inclusion.
- The cavalcade stopped off at the Mayor's office where The Ball was signed by the Deputy Mayor on behalf of the Mayor. The Mayor promised to have a number of facilities opened up for training and other activities for Special Olympics Senegal athletes.
- The presentation of The Ball to the Minister of Sport. The Minister promised his full support to Special Olympics Senegal.
- The Ball participated in a Unified™ Football game held as a curtain raiser to a tournament between Dakar based football academies at the Iba Mar Diop Stadium.





MALI

The Ball was officially received in Mali at a reception sponsored by the Minister of Sport where it was presented to political and sports officials.

Other Special Olympics Mali activities with The Ball included:

- A press conference chaired by the Vice-President of the Malian Football Federation, FEMAFOOT, at their headquarters.
- Presentations to the Governor of Bamako, football legend Salif Keita, the Mayor of Kati, The Mayor, Governor and deputy Governor of Kayes.
- A Unified@game, sponsored by FEMAFOOT was held as a curtain raiser to a scheduled National Championship Football match. The game included players from local Special Olympics programs as well as both “Rive Gauche” and “Rive Droite”. The Ball also participated in a Special Olympics curtain raiser match at Abdoulaye Marcoro stadium.
- A visit to AMALDEME, a school for intellectually disabled children in Bamako.
- A presentation to the National Assembly in a ceremony, chaired by the President Mr Dioncouda Traore who committed to partnering with Special Olympics Mali.





BURKINA FASO

Special Olympics Burkina Faso enthusiastically welcomed
The Ball with the team from DHL.

They had organized a number of exciting events in Ouagadougou.

- An official reception with the Minister of Sport and Leisure who committed to a partnership with Special Olympics Burkina Faso.
- A press conference chaired by the Director of Regulation and Infrastructure on behalf of the Minister of Sports and Leisure.
- A Unified® Football game, hosted by the Secretary General of the Ministry of Sports and Leisure.
- A presentation to His Majesty, Mogho Naba Baongo, Emperor of the Mosse´ who conducted a tour of his private sporting museum.
- A visit to the Arch of Nongr-maasem, a centre for people with intellectual disabilities.
- A visit to Special Olympics program in Saaba and a presentation to the Governor of Saaba.





COTE D I'VOIRE

Special Olympics Burkina Faso enthusiastically welcomed
The Ball with the team from DHL.

Special Olympics Cote d' Ivoire organized a number of high profile activities for the passage of The Ball through Abidjan.

- A very well attended press conference at the National Institute of Public Health in Adjame, which resulted in a massive amount of local press coverage.
- A highly visible cavalcade through the city of Abidjan organized in conjunction with the local DHL office. The cavalcade went through all seven municipalities in the Abidjan.
- Presentation to the Minister of Sport at the Parc des Sports stadium during the official launch of the annual school and university sports activities. The minister committed his support to Special Olympics Cote d' Ivoire.
- A Unified® Football tournament held on the grounds of the Lycee Classique high school.
- A farewell dinner sponsored by the Minister of Sport and attended by a number of dignitaries and officials.





TOGO

Special Olympics Togo and DHL welcomed The Ball at the border.

They had a packed agenda of activities.

- The Ball was welcomed at the Togo-Ghana border by both the Chief of Cabinet of the Ministry of Sports and Leisure and the representative of the Togolese Olympic Committee Chair along with several other sports personalities
- A DHL cavalcade drove The Ball to City Hall to meet with the Mayor of Lomé and then with the Minister of Sport
- The Ball was officially presented to the Togolese Prime Minister at his office. On behalf of the Head of State, he also expressed his congratulations to Special Olympics Togo.
- The Minister of Sport and Leisure hosted a well attended press conference to introduce The Ball to the media.
- A Unified® Football match was held supported by UNICEF and the Goethe Institute.
- Popular activities were held at the Lome beach where more than 2,000 people attended.





BENIN

Prior to The Balls arrival Special Olympics Benin had run an intensive media campaign to create awareness and also met The Ball at the border.

They had organized some of the following activities.

- The Ball delegation was officially welcomed by the Chief of Staff of the Ministry of Sport, supported by the Secretary General of the Ministry and central department managers.
- A very well attended press conference was hosted by National Director of Special Olympics Benin. Over forty media houses attended.
- The Ball visited a center for the intellectually disabled where it was welcomed by athletes, staff and family members.
- A presentation to the Chief of staff at the Office of the Mayor and the management of the Benin Football Federation.
- The Ball participated in a Unified® Football match as well as a Healthy Athletes screening. The event was attended by representatives of the Ministry of Sport, Social Affairs, Social Security and Solidarity.
- A presentation to the Supreme Leader of the Vodoo Cult, the Global Head, who blessed the further travels of The Ball.





NIGERIA

Special Olympics Nigeria hosted a press conference prior to the arrival of The Ball to generate public awareness of the activities that they had planned.

- An official welcome and event for The Ball at the Astro Turf 2000, Ikoyi. The highlight of the event was a Unified® Football Match with players from Special Olympics and the Copa Coca Cola players. Soccer legends like Yisa Sofoluwe, Tarila Okorowanta, Jide Oguntuwase and Fatai Bisiriyu Dagama officiated the match. Guests at the event were representative from corporate partners Coca-Cola Nigeria, Guaranty Trust Bank Plc, Astro Turf 2000 and Publicis Soulcomm. DHL, Special Olympics Africa partner was also in attendance.
- The Ball team were the guests of a Pentecostal Church, The Redeemed Christian Church of God, Jehovah Shammah parish.
- Special Olympics Nigeria partnered with Search and Groom, a NGO for street soccer, to organize more Unified® Football matches.





CAMEROON

DHL Cameroon met The Ball in Douala and then transported the team to Yaounde for an official welcome at the DHL office.

Special Olympics Cameroon had organized a number of exciting activities.

- An official presentation to the Secretary General of the Ministry of Youth in front of a number of media houses including the state owned radio and TV channel – CRTV.
- The Secretary General invited the team to visit the PIFMAS project which is similar to Alive and Kicking. The Ball was later repaired by one of the PIFMAS workshops.
- A visit to the National Sports Institute (I.N.J.S) for a meeting with the Director General and a presentation to the students. The DG encouraged the students to spread the message of inclusion and acceptance.
- A Unified® Football tournament and Healthy Athlete screening at the Yaounde Omnisport Stadium.
- A cavalcade through the streets of Yaounde.





KENYA

DHL and Special Olympics staff were on hand to greet The Ball team at Jomo Kenyatta Airport. This was the beginning of a packed itinerary in Kenya.

- A half hour live television interview on the breakfast show at The Nation Television studio.
- A meeting with the Mayor of Nairobi which was attended by the Kenyan Legends football team and a large press contingent. The Mayor confirmed that Special Olympics Athletes would have free use of sports facilities under the jurisdiction of local authority.
- The Ball got some much needed attention at the Alive and Kicking offices where the original stitcher, Kimani, repaired some of the wear and tear.
- The Ball team visited the Musa Otieno Foundation, which regularly hosts interactive mini-competitions with Special Olympics athletes, for a Unified® Football game.
- The Special Olympics Club at Kenyatta University hosted The Ball with a day of activities. Over 300 hundred students, staff and youth attended a day of football activities.
- Over 350 Special Olympics Kenya athletes joined The Ball team at Nairobi University for a Unified® Football Tournament. The highlight of the event was a game between the Kenyan Legends football team and a Unified® Special Olympics team.





TANZANIA

Special Olympics Tanzania ran an extensive media campaign prior to the arrival of The Ball.

A number of activities were held with extensive support from DHL Tanzania.

- The Balls arrival at Julius Nyerere airport was greeted by a big crowd who were treated to music and traditional dancers. This was followed by a colorful cavalcade through the streets of Dar es Salaam. Even Zakumi came out in support.
- The Deputy Minister of Sport was on hand to officially welcome The ball team at the Karume Stadium where a Special Olympics Unified® Football match was held as a curtain raiser.
- A visit was made to the Uhuru School for People with Intellectual Disabilities where the pupils had an opportunity to engage with The Ball.
- The Ball also paid a visit to Precision Air who sponsored their air tickets to Dar Es Salaam.
- The Minister of Community Development, Gender and Children was the guest of honor at a special Children's Day held to celebrate The Ball. 20 Teams of boys and girls participated in several league matches. They were joined by Special Olympics Tanzania athletes.





MALAWI

In Malawi the celebration of The Ball's arrival started with a ceremonial walk from the Malawi Polytechnic to Kazuma Stadium.

- Over 200 athletes had gathered at Kazuma stadium for the main event. The Ball was officially received by the Minister of Sport, the guest of honor. He was very supportive of Special Olympics and of the impact of Unified® Sport.
- Special Olympics Malawi athletes from various centers participated in 11-a-side Unified® Football matches during the event.
- The event was sponsored by the Malawi National Council of Sport, DHL, Patsogolo Stuart Ginever's Memorial School, Dailyboard, Play Soccer Malawi, MTL Wanderers and Escom United Football Club and was widely covered by the local media.





NAMIBIA

Special Olympics Namibia had been eagerly awaiting the arrival of The Ball and was met en-route to Windhoek in the Kavango region by a local special Olympics program.

There it met with prominent local leaders including the Regional Governor.

Main activities were scheduled in Namibia.

- The Kehemu School held an open air assembly. The school has a very motivated group of Special Olympics athletes and coaches who enthusiastically welcomed The Ball team.
- City police, DHL personnel, volunteer bikers athletes and a Windhoek tour bus assembled at the Mayor's office to welcome The Ball and to begin a parade through the city centre. The parade ended at Sam Nujoma stadium where a number of activities were held. The main event of the day was a game between parliamentarians and diplomats which was watched by approximately 500 spectators. The Minister of Youth, National Service, Sports and Culture officially flagged the match.
- Key sponsors were also visited by The Ball, these included First National Bank, the Mobile Telecommunications company, the Diamond Company in Namibia. DHL Namibia played a key role in all the events and The Ball tour was widely covered by the media in Namibia.





BOTSWANA

Special Olympics Botswana did an official media launch of The Ball well ahead of its arrival.

The launch was attended by Presidents of approximately 20 sports codes, official sponsor; DHL, government officials and Special Olympic athletes.

- The Ball's first outing was to Kanye, to meet a group of about 700 students of an inclusion primary school called Segopotso. They were joined by teachers, parents, local government officials, law enforcement officers and general public.
- Two schools, Mokgosi Primary school and Thuto Boswa Rehabilitation Centre were also visited by The Ball.
- The former First Lady, a patron of Special Olympics Botswana also welcomed the ball at her residence.
- In Mochiudi village, The ball visited a school called Kgafela where over 600 pupils, teachers and the public were waiting to welcome it. The Ball also visited Motsweddi centre to meet Special Olympics athletes.
- In the main event a short march was undertaken to local school grounds where law enforcement officers, the local chief, members of parliament, the Sports Director from the Ministry of Sports, the Vice-Chair of the Sports Council, the District Commissioner, the FIFA office in Botswana and teachers came to witness the proceedings. A curtain-raiser match was held between DHL staff and Special Olympics Botswana. This was followed by a Unified® football match.





SOUTH AFRICA

Special Olympics South Africa held one key event as The Ball arrived mere days before the opening ceremony of the 2010 FIFA World Cup.

They had already held a very successful launch event.

- The event was held in Lenasia, 48 female 5-a-side athletes attended the long awaited event at Signet terrace Astro turf courts, and were cheered on by spectators from local schools
- A cavalcade led by DHL vehicles and local metro police escorted “the Ball” and the Olympic torch through the streets of Lenasia to the venue at Signet terrace, where the proceedings continued with the Opening Ceremony.
- Athletes were entertained by the Underground Soccer Freestylers (USG) while The ball trio and the UGS players got ready for their exhibition match.
- DHL were on hand to provide logistical support and free merchandise to all spectators and players.



Quotes

“DHL Express Sub Saharan Africa is proud to have been part of this initiative with Special Olympics Africa; to share our logistical expertise and support for “The Ball” and it’s representatives during their travels through 14 Sub Saharan countries. The bright yellow procession of DHL vehicles moving though Africa certainly helped heighten the awareness of “The Ball” and DHL employees experienced first-hand what a great and worthwhile positive message the journey communicates to thousands of people from all walks of life; a message to break down boundaries and end negative stereotypes about people with learning disabilities but also to celebrate how football excites passions and enriches lives.” Phil Couchman – Director of DHL Sub-Saharan Africa

“Special Olympics and The Ball together broke down the many of the barriers and divisions that the world faces. The journey to the World Cup created understanding and friendships through sport, something that Special Olympics accomplishes daily, throughout the world.” Dr John Dow Junior – Managing Director, Special Olympics Africa





***One Ball,
One World***