

## **Press Release**

Michael Essien, Didier Drogba, Craig Bellamy and Nwankwo Kanu are among the Premier League footballers shortlisted for the 2<sup>nd</sup> SCORE4africa Awards at the Sheraton Park Lane, on 30<sup>th</sup> November 2009.

Hosted by actor and playwright Kwame Kwei-Armah, the prestigious awards ceremony is the leading event celebrating the power of football to transform lives.

Didier Drogba, a winner last year, and a contender for this year's health award, recently astonished the public by committing the £3 million he received from a Pepsi endorsement deal to building a hospital and orphanage in his country, Cote D'Ivoire.

Drogba is also up against Michael Essien and Nwankwo Kanu for the People's Choice Award. Craig Bellamy is another who has been shortlisted a number of times in the Education and Foundation category for the youth league he established in Sierra Leone.

Other organisations such as Kick it Out and Coaches across Continents, using football for development are also in contention for the SCORE4africa Award categories which include Peace, Health, Youth, People's Choice, Green, Education, foundation, Diversity, Mentoring, Partnership and Lifetime Achievement. See below for the full shortlist.

The lucky winners will receive their awards in front of a star studded audience of celebrities, politicians and business people, including Carlton Cole, Salomon Kalou, Aaron Mokoena, Kolo Toure, Mamady Sidibe, Aaron Mokoena, Aruna Dindane, Dickson Etuhu, Diomansy Kamara and the FA Chairman, Lord Triesman.

'It's a very exciting short list, reflecting the high profile individuals and grassroots organisations making a difference through football. Didier Drogba's £3 million contribution this year and Craig Bellamy's donation of £500,000 have obviously set a new bar,' said Onyekachi Wambu, one of the event's organisers.

Co-event organiser, Ayo Alli added: 'The strength of the shortlist reflects the growing importance to development in Africa and is a challenge to the entire football world to do more.'

Judges for the awards include Marcel Desailly, Nancy Dell'Olio, Lord Newby, Nada Hook from the FA, Brian Oliver, Sports Editor of The Observer, Farayi Mungazi from BBC World Service Africa, and Gibril Faal, Chair of charity, AFFORD.

For further information please go to [score4africa.org](http://score4africa.org).

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## Notes for Editors:

### The Full SCORE4africa Awards Short List 2009

#### **Award 1: Florence Lartey Health Award**

##### Shortlist:

- Didier Drogba Foundation
- Kick4Life
- Lauren Etame-Mayer/Support for Africa
- Kanu Heart Foundation

#### **Award 2: Peace Award**

##### Shortlist:

- Play Soccer – Cameroon, Ghana, Mali, Senegal, South Africa, Zambia
- Association des Jeunes Sportifs de Kigali Espérance – Rwanda
- The Ivorian National Team

#### **Award 3: Green Award**

##### Shortlist:

- Langata Youth Soccer Academy – Kenya
- Bauleni United Sports Academy – Zambia
- EMIMA – The Green Project – Tanzania

#### **Award 4: Mentoring Professional African Footballers:**

##### Shortlist:

- Arsene Wenger, Manager Arsenal
- Stephen Keshi – Manager Mali
- Volker Finke, Manager Urawa Red Diamonds

#### **Award 5: Diversity Award**

##### Shortlist:

- Kick it Out
- Special Olympics Africa
- Coaches across Continents

#### **Award 6: Enterprise Award**

##### Shortlist:

- Alive & Kicking
- Kick4change

- Soul of Africa – South Africa

## **Award 7: Education Award**

### Shortlist:

- Craig Bellamy Foundation CBF – Sierra Leone
- Diambers – Senegal
- Pi-Ball – South Africa
- The International Sports Academy - Nigeria

## **Award 8: Foundation Award**

### Shortlist:

- Craig Bellamy Foundation CBF – Sierra Leone
- Diambers – Senegal
- The International Sports Academy – Nigeria

## **Award 9: Partnership Award**

### Shortlist:

- Grassroots Soccer /FIFA Football for Hope/Football for a HIV free Generation
- Premier Skills –Premier League/British Council
- Right to Play/Chelsea FC
- Whizzkids United/Abbott Laboratories

## **Award 10: Youth Award**

### Shortlist:

- Moving the Goalposts Kilifi – Kenya
- Soccer 4 Hope – South Africa
- FC Johansen Football Club – Sierra Leone

## **Award 11: People's Choice Award**

### Shortlist:

- Michael Essien
- Didier Drogba
- Nwankwo Kanu

**Lifetime Achievement Award – Announced on Nov 30<sup>th</sup> at the Awards**

SCORE4Africa is a social enterprise wholly owned by AFFORD - a UK Registered Charity, number -1104682 ([www.afford-uk.org](http://www.afford-uk.org))

What we do

- We hold an annual awards ceremony...
- We support the foundation of social enterprises in Africa...
- We celebrate the partnerships that create sustainable development...
- 30% of surplus funds raised go to developing LIVING FOOTBALL Community Hubs
- 70% of surplus funds raised go to AFFORD's SEEDA (Supporting Entrepreneurs and Enterprise Development in Africa) project.

The full awards categories are:

- 1) The Peace Award** - for the best efforts in peace building and reconciliation
- 2) The Health Award** - for the best or most innovative health or rehabilitation project
- 3) The Youth Award** - for quality & innovation in youth development and advancement
- 4) The People's Choice Award** - as voted for by the general public
- 5) The Green Award** - for the best & most innovative environmentally sustainable project
- 6) The Education Award** - for the highest impact or most pioneering educational project
- 7) The Foundation Award** - for the best & most innovative football foundation
- 8) The Diversity Award** - for the greatest contribution to the promotion of diversity
- 9) The Mentoring Award** - for unswerving commitment to cultivating & nurturing African talent
- 10) The Partnership Award** - for the international individual or organisation contributing to African development through football
- 11) The Lifetime Achievement Award** - for recognition of an individual's legacy of outstanding contribution to African development & football
- 12) The Enterprise Award** - for the most exciting business investment or project in Africa
- 13) The Philanthropy Award** - for the biggest financial supporter of SCORE4africa.

### About The African Foundation for Development (AFFORD)

Since AFFORD's formation in 1994, it has gained recognition as a pioneering African development think tank & charity. AFFORD's groundbreaking research, advocacy and policy development activities have helped highlight diaspora issues; and led to international recognition of the role of diasporas in development. AFFORD has had direct input in the policy development of diverse bodies such as UN, World Bank, DFID, International Organisation of Migration, UN Economic Commission for Africa, African Union, and European Union. Most recently, AFFORD has piloted effective ways of harnessing African diaspora resources to create and sustain jobs in Africa. AFFORD's recent successes include:

- Mobilising over 200 diaspora professionals in 2006/2009 to invest over £300,000 supporting over 600 small businesses in Sierra Leone and Ghana (in partnership with VSO).
- Creating 5 business centres in Sierra Leone in 2007/9. These have to date trained 25 business coaches who provide practical business support to 100s of local businesses and entrepreneurs (in partnership with Comic Relief & University of Sierra Leone).
- Working with banks, micro-finance institutions and trade associations in African countries to help small entrepreneurs become more structured and efficient.