

## MEDIA RELEASE

### East Africa: The WASH Challenge Cup scores for sanitation and hygiene!

From January 17 – February 8, 2015 the first ever WASH Challenge Cup will celebrate the importance of safe water, adequate sanitation and good hygiene (WASH) across East Africa. Organised by Esperance, Soccer Without Borders, The Kids League, Youth Environment Service, Society Empowerment Project, Vijana Amani Pamoja, MYSA, Carolina for Kibera, the month-long campaign across 5 different locations in Rwanda, Uganda and Kenya will feature youth football tournaments and arena games for the whole family.

Thousands of children between 8 and 18 years old will play a very special football tournament: To win, they will not only have to score goals and play fair; what they know and what they've learned about water, sanitation and hygiene (WASH) will also be counted towards their final score.

The East Africa WASH Challenge Cup is an event series that combines exciting football action with innovative WASH interventions. The goal of the Cup is to promote WASH knowledge and behaviour change in the region by building the capacity of local sport for development organizations to integrate WASH trainings into their work.

Another major highlight for all spectators are the exciting arena games such as "World Toilet Cup", "Musical Toilets" and "Soap Attack". In addition to being fun and educational, these allow participants to gather their own insights about the importance of WASH, such as how to prevent diarrhoea.

Between January 17 and February 8, a total of five events will be held in Kigali (Rwanda), Kampala and Busia (Uganda), and Oyugis and Nairobi (Kenya). The event is open to the public from 10 AM to 4 PM on both Saturday and Sunday. Admission to the event is free.

The WASH Challenge Cup is part of a larger initiative by international NGOs [WASH United](#) and [streetfootballworld](#) and is supported by the German Federal Ministry for Economic Cooperation and Development. [One World Play Project](#) provided ultra-durable Chevrolet-sponsored One World Futbols for use in the tournament.

For more information, please contact Aparna Shrivastava at [kenya@wash-united.org](mailto:kenya@wash-united.org) or at + 254.702.709.598

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### **About the host organisations:**

**Esperance** – **Kigali, Uganda:** Esperance's mission is to contribute to reconciliation and rehabilitation in Rwanda and beyond. By strengthening the skills of young people in the fields of non formal learning, sport, and culture, they promote social inclusion as well as physical and psychological healing in their participants' everyday life environment. Contact: Victor Sewabana, +250 788 442 220 / +250 785 742 902

**Soccer Without Borders (SWB)** – **Kampala, Uganda:** Soccer Without Borders' mission is to use soccer as a vehicle for positive change, providing underserved youth a toolkit to overcome obstacles to growth, inclusion, and personal success. SWB Uganda serves roughly 400 participants in the communities of Nsambya and Ndejje. Contact: Olivier Matanda, +256 758 353 053

**The Kids League (TKL)** – **Kampala, Uganda:** The Kids League dreams of a world where young people have the opportunity to improve their lives through access to sport and recreation to break down barriers and build life skills to equip them for life as global citizens. Contact: Berna Namanje: + 256 777 872 493

**Youth Environment Service (YES)** – **Busia, Uganda:** Youth Environment Service's purpose is to minimise and mitigate problems associated with environmental health risks and reduce household poverty through awareness creation and education of the community. Contact: Amos Ongatai +256 70 2312 702 / 782 422 520 / 702 312 702

**Society Empowerment Project (SEP)** – **Oyugis, Kenya:** Society Empowerment Project uses football to engage youth, teach life skills and develop community leaders, focusing on empowering youth and promoting community development in the rural town of Oyugis and in Homa Bay County of Kenya. Contact: Festus Juma +254 720 864 715 / 0739 412 112

**Vijana Amani Pamoja (VAP)** – **Nairobi, Kenya:** Vijana Amani Pamoja uses soccer to empower young people to make positive, healthy decisions in the areas of HIV/AIDS, TB, anti-corruption and female empowerment. Contact: Enouce Ndeche +254 (0) 20 266 4673 / 0723 954 556

**Mathare Youth Sports Association (MYSA)** – **Nairobi, Kenya:** MYSA wants to empower young people through sport to help them to fulfill their potential and achieve their dreams. MYSA uses sport combined with community outreach and development activities to give young people the skills and confidence they need to aim higher, achieve more, and improve their lives.

**Carolina for Kibera (CFK)** – **Nairobi, Kenya:** Carolina for Kibera's primary mission is to promote youth leadership and ethnic and gender cooperation in Kibera through sports, young women's empowerment, and community development. Additionally, they work to improve basic healthcare, sanitation, and education in Kibera.

### **About One World Play Project:**

**One World Play Project** makes, sells and distributes products and services to enable play around the world, especially for those living in the harshest environments where play is nearly non-existent. The company is a B-Corporation, harnessing the power of business to ignite social change. Collaborating with sponsors like Chevrolet for the WASH Challenge Cup, One World Play Project works to support, enable and expand the transformative power of play in all its forms, anywhere and everywhere. To date, One World Play Project has brought the power of play to more than 35 million youth worldwide. Contact: pr@oneworldplayproject.com

## BACKGROUND INFORMATION

### About the 2015 East Africa WASH Challenge Cup

The 2015 East Africa WASH Challenge Cup is a programme that empowers organisations working in Sport for Social Change to deliver innovative Water, Sanitation and Hygiene (WASH) interventions across East Africa. All local partner organisations are either streetfootballworld network members or longstanding WASH United partners.

Community trainings at the end of 2014 and events at 5 locations in Rwanda, Uganda and Kenya in January and February 2015 will make use of the enormous excitement for football in the region to put the neglected issues of sanitation and hygiene into the spotlight of public attention. In the concluding phase around November 2015, the local partners will integrate interactive WASH games into their regular sports trainings to sustain and reinforce the messages taught.



### 2015 East Africa WASH Challenge Cup Timeline

- |             |            |   |
|-------------|------------|---|
| <b>2014</b> | Nov./Dec.: | WASH interventions with schools, youth groups and communities |
| <b>2015</b> | Jan/Feb.:  | WASH Challenge Cup events in 5 cities                         |
|             | Apr - Nov: | Ongoing WASH interventions in regular sports sessions         |

### Why we need to show diarrhoea the red card

Only 30% of the population in sub-Saharan Africa has access to improved sanitation. 26% of the population – almost 230 million people – still defecate in the open. Hand-washing with soap, the most effective intervention to prevent diarrhoea is not yet practised widely or consistently. As a result, diarrhoea caused by poor sanitation and hygiene is the second biggest killer of children in Africa, taking more young lives than malaria, measles and HIV/AIDS combined. Millions more are left physically stunted and with mental health conditions.







## About Chevrolet

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 140 countries and selling more than 4.9 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature spirited performance, expressive design, and high quality. More information on Chevrolet models can be found at [www.chevrolet.com](http://www.chevrolet.com). For more information on Chevrolet's commitment to football, please visit [www.chevroletfc.com](http://www.chevroletfc.com).

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One World Play Project is headquartered in Berkeley, CA with regional offices in Asia, South America and Africa—and distribution centers in Fremont, CA and Voerde, Germany. For more information about One World Play Project, visit [oneworldplayproject.com](http://oneworldplayproject.com). Follow @OneWorldPlayPrj on Facebook, on Twitter and on Instagram.

## Media Contacts:

Jennifer Hwang ([415.420.3259](tel:415.420.3259))

Dana Young ([415.378.7998](tel:415.378.7998))

One World Play Project

[pr@oneworldfutbol.com](mailto:pr@oneworldfutbol.com)