

## **MEDIA RELEASE**

23 November 2007

### **CELL ONE COMMUNITY FOOTBALL**

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Cell One continues to launch exciting projects which touch the hearts and minds of Namibians. On 23 November 2007 at the UN Plaza in Windhoek, Cell One kicked-off their CELL ONE COMMUNITY FOOTBALL project which will run during the holiday season.

Kicking-off the project were two teams who played a short 5-a-side game in front of an excited crowd. Essentially CELL ONE COMMUNITY FOOTBALL will invite teams from the communities to play 5-a-side football, in an informal environment. This could be on fields, in parking lots and even in the street. What makes CELL ONE COMMUNITY FOOTBALL exciting and unique is that it does not require grassed football pitches with the standard goal posts. Mobile goal posts and an informal playing area, makes CELL ONE COMMUNITY FOOTBALL accessible to everyone – males and females! Over seeing the games will be a referee who will make sure that the rules are not broken.

Speaking at the kick-off in Katutura was Cell One CEO, Lars-Christian Iuel who formally started the game and essentially launched the project. He said: "Cell One is excited and convinced that CELL ONE COMMUNITY FOOTBALL is going to bring football back into the communities, over the holiday season. Football is a well-loved sport throughout Namibia and CELL ONE COMMUNITY FOOTBALL activities will be hosted in Oshakati, Swakopmund and Walvis Bay during the holidays".

The full programme will be available through the media to keep everyone informed of the venues and times.

He added: “Get your teams together and watch out for the CELL ONE COMMUNITY FOOTBALL crew in your town”.

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CEO: Lars-Christian iuel, Director: Dr Leake Hangala, CMO: Ivar Talmoen together with Cell One staff and children who were at the event.



CEO: Lars-Christian iuel, Director: Dr Leake Hangala, CMO: Ivar Talmoen at the kick-off of Cell One Community Football

**ISSUED BY AND QUERIES TO**

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