

Brazil runs soccer coaching camps for children in Johannesburg

During the 2010 World Cup in South Africa, Brazilian government will promote soccer coaching camps for children living in socially vulnerable areas of Johannesburg. This initiative involves the Brazilian Ministry of Sport and the Ministry of External Relations, in partnership with Olé Brasil Football Club, and the South-African NGO Conquest for Life, widely acknowledged for its social work.

Between June 14 and 25, nearly 200 children participating in the Conquest for life's social projects shall receive basic soccer training from the Olé Brasil coaching team. The football club Olé Brasil based in São Paulo state has a large experience in training overseas players in its facilities. It has a structure to identify new soccer youth talents and also carries out social development projects for children in Brazil, involving training camps and stimulating children to attend and obtain good results in school through partnerships with local companies and local municipalities.

In South Africa, the camp will be developed at the Cecil Payne Sport Complex, in the outskirts of Johannesburg.

The sports material will be provided by the Brazilian Ministry of Sport, through its social inclusion project 'Pintando a Liberdade' (Painting Freedom), in which inmates from state prisons are employed to manufacture balls and other sports materials.

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