



# MEDIA ALERT

16 January 2012

## CORPORATE TEAMS TO KICK GOALS FOR THE HOMELESS

Corporate Australia will have the chance to do battle away from the boardroom in April as part of a soccer tournament aimed at supporting homeless, marginalised and disadvantaged people.

The Big Issue Street Football Festival's second annual Corporate Cup fundraiser will pit teams against each other on a floating soccer pitch in Sydney's Darling Harbour from April 11-22.

Through team registrations, the fundraiser aims to raise \$90,000 for The Big Issue's Community Street Soccer Program – a national initiative that helps homeless and disadvantaged people overcome challenges in their lives through soccer.

The Big Issue CEO Steven Persson said the event gave corporate groups the opportunity to get active and develop team skills while meeting and supporting participants from the Community Street Soccer Program.

"Street Soccer has changed the lives of thousands of people through the power of sport, and this is an opportunity for Corporate Australia to help us continue to build on and improve the program," Mr Persson said.

BNP Paribas took out last year's Corporate Cup, ahead of rivals from 12 companies including NAB, Macquarie Bank and Freehills, and will be back this year to defend its title. Following the success of the inaugural event, the competition has been expanded to include 15 teams in 2012.

Teams will play three 15-minute qualifying matches on one weekday evening during the festival and participate in a finals series over the weekend from April 21-22.

The Corporate Cup will be one of several competitions held as part of The Big Issue Street Football Festival. The event also includes a junior competition, a government agency cup and the national championships of the Community Street Soccer Program.

To register a team or for further information, contact Emma O'Halloran on (03) 9639 5466 or email [ehalloran@bigissue.org.au](mailto:ehalloran@bigissue.org.au)

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