



**Kinetic 5s London** is a 5-aside football tournament that forms a part of the newly launched **Homeless World Cup Global Challenge**.

The Homeless World Cup Global Challenge includes a series of national challenges that target local participation and map the global footprints of the Homeless World Cup. Each event is designed to engage participants in a fun, interactive, inclusive and healthy environment.

Your involvement in the Kinetic 5s will generate revenue which will be reinvested into the work that the Homeless World Cup does throughout the year.

## HOW DOES IT WORK?

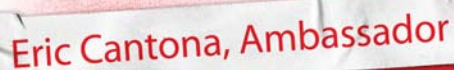
- Join 24 – 5-aside teams (squad of 8) vying for the Kinetic 5s crown
- Each team will be able to play as one of the nations participating in this year's Homeless World Cup tournament
- A full day of football for all participating teams
- Cup & Plate competitions
- At Soccerdome, Greenwich Peninsula Europe's premier indoor soccer arena
- Kick off at 9am until 4pm on the 25<sup>th</sup> of June, 2011

## WHAT IS THE DEAL?

**Team package (8 persons): £1,800**

Package price includes:

- The chance to take home the prestigious Kinetic 5s Trophy
- A thank you note and photo from the chosen nation
- Record a video of support for your chosen nation at the tournament
- Homeless World Cup football for every team
- Food & beverage for the day
- Participation medals and trophies for the winning teams
- Automatic entry into various lucky draws over the day
- A limited edition Homeless World Cup goody bag and merchandise

A graphic of a white banner with a red border, containing the text "Eric Cantona, Ambassador" in red. The banner is set against a red background with a white, smoky or misty effect.

**Eric Cantona, Ambassador**

"The Homeless World Cup brings the opportunity to change your life"

# A BALL CAN CHANGE THE WORLD



## Mel Young, President and co-Founder Homeless World Cup

"Kinetic 5s is a phenomenal opportunity for you and your colleagues to unite and show the world the true power that football has to change lives. Play your part and help us to reach our goal to end homelessness around the globe. Are you in?"

"UEFA have partnered the Homeless World Cup since 2003. We share its vision to help homeless people through football."

UEFA President, Michel Platini

## Nathan Bowen, Team England

Nathan was homeless before he represented England at the Copenhagen 2007 Homeless World Cup. He progressed quickly after the tournament and was able to complete his coaching qualifications. Nathan now lives in his own house and is a coach with Brighton and Hove Albion Football Club. He says: "When you go on the pitch you play sport and you are even. This is your chance to prove to everybody that you're worth something."



## Homkant, Team India

Homkant was forced to leave home due to poor economic conditions. After finding street soccer he was successful in the trials to represent his country in Melbourne 2008 Homeless World Cup. He is now an inspirational coach who works with one of the Homeless World Cup development projects helping others follow in his footsteps.

## THE HOMELESS WORLD CUP

The Homeless World Cup is a global organisation that uses football to inspire the homeless and the socially excluded to change their own lives. Along with partners Nike Inc & UEFA the Homeless World Cup provides a combination of financial and practical year-round development support to 70+ projects around the globe and across all continents.

The climax of this hard work comes in the form of the hotly anticipated annual tournament. This year 64 teams will arrive in Paris to contest the 9<sup>th</sup> edition of the Homeless World Cup.

## CONTACT

If you think your team has the spirit and ability to be crowned this year's Kinetic 5s champions please contact our Homeless World Cup head office on 0131 652 8190 and ask for Donald Young or Robin Tatler. Or send an email to [donald@homelessworldcup.org](mailto:donald@homelessworldcup.org) / [robin@homelessworldcup.org](mailto:robin@homelessworldcup.org)

[homelessworldcup.org](http://homelessworldcup.org)