



FOR IMMEDIATE RELEASE

**CELEBRATED SOCCER STAR SAMUEL ETO'O ANNOUNCES
'LAIKIPIA AND BEYOND UNITY CUP' FOOTBALL TOURNAMENT**

Nairobi, Kenya, Wednesday, 6 January 2010 - Samuel Eto, international soccer star and Captain of the Cameroon football team today announced the 'Laikipia and Beyond Unity Cup' during a press conference held at the Nairobi Serena Hotel, for which he will be the patron.

He was accompanied by Jochen Zeitz, Founder of the Zeitz Foundation; Angela Cropper, Deputy Executive Director, United Nations Environment Programme (UNEP) and the Unity Cup's main sponsor, Safaricom represented by Nzoika Waita, Head of Legal and Regulatory Affairs.

The tournament will take place in the wildlife rich district of Laikipia, kicking off just as the World Cup ends, and culminating in an exciting final on Segera Ranch, headquarters of the Zeitz Foundation and founding member of the Foundation's inaugural initiative, The Long Run.

Behind the fun atmosphere of the football tournament lies a serious message of environmental conservation, with the aim being to raise awareness about environmental issues amongst the youth in Kenya. As Patron of the tournament, Eto notes that 'this tournament will help send a message to people and especially the younger generation throughout Kenya and Africa, about the importance of environmental conservation. It's an incredible example of how sports can be used to spread environmental messages and bring people together in unity and I'm proud to be involved'.

The 'Laikipia and Beyond Unity Cup' will bring together a diverse group of people from every area of Laikipia and beyond. Teams will be drawn from rural communities throughout the district and local institutions such as the University, local government authorities and commercial ranches. Teams will also be invited from Kibera and other underprivileged urban areas, offering what for many of these players will be their first opportunity to experience wildlife and wilderness on a firsthand basis. Matches will be played in the heart of the Laikipia Ecosystem, the unblemished wilderness encompassing mountains, arid drylands savannah and forest, all teeming with wildlife, in the North of Kenya. Conservancies from around the region will host matches, providing some of the most unique and beautiful football venues in the world.

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EDITOR'S NOTE

The Zeitz Foundation

The Zeitz Foundation for Intercultural Ecosphere Safety (I.E.S.) is inspired by a vision of the Ecosphere - our planet and all of its life-sustaining regions - maintained in the healthiest possible state, and is committed to promoting an inclusive, holistic paradigm of conservation that enhances livelihoods and fosters intercultural dialogue. The mission of the Zeitz Foundation is to invest in research, listen to the experience of local communities and stakeholders, and apply the knowledge gained to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact in all 4Cs (conservation, community, culture, and commerce). Decisions made and actions taken by the Foundation are guided by the values of being Fair, Honest, Positive and Creative.