



For Immediate Release

## **Laikipia and beyond Unity Football Cup kicks off on 11 June Cameroon Star, Samuel Eto'o is patron**

Nairobi, 18 May 2010... The inaugural Laikipia and beyond Unity Cup, will commence on 11 June 2010 with the first of four regional events at Nyakio Primary School, Lamuria in Central Laikipia District. Conceived by the Zeitz Foundation and sponsored by Safaricom, it is being organised in conjunction with the Laikipia Wildlife Forum.

The Laikipia and Beyond Unity Cup is under the patronage of Cameroon Football captain, Samuel Eto'o, who will attend the finals at the Nanyuki Municipal Stadium on 21 and 22 July 2010 accompanied by a former Cameroon captain, Roger Milla.

With the aim of creating unity and understanding amongst the diverse communities of Laikipia and raising awareness of environmental issues amongst Kenyan youth, the Laikipia and beyond Unity Cup, and members of the Laikipia Wildlife Forum will host the regional events in Sosian, Uaso Nyiro, Kisima and Lamuria from 11 June until 9 July 2010.

The Laikipia and beyond Unity Cup is also supported by many other institutions, including the British Army who are providing the infrastructure for the players accommodation and pitches; the Kenya Airforce base and Nanyuki District Hospital who are running free medical camps and United Nations Environment Programme (UNEP) who will run community environmental activities each weekend. The South African High Commission in their capacity as the host Nation of the 2010 Football World Cup™, are also a partner in the event.



An invitational event, a total of thirty two teams will compete at the four events for regional honours, with each region then selecting the best players from the eight teams within their region to form a Combined Team to represent the region in the Finals in Nanyuki. The teams are drawn from rural communities, local institutions, local government authorities and commercial ranches. Also invited are the Mathare Youth Sports Association who will send a team to each region to play the Select Combined Regional team in an exhibition match. The visiting teams from Nairobi will be treated to game drives to experience wildlife and wilderness on a firsthand basis.

Laikipia District has one of the most diverse, cultural and tribal groupings in the country. The unique Laikipia ecosystem encompasses unblemished wilderness, the mighty Mount Kenya, arid drylands savannah and forest and thus provides unique football venues. And to tie in with Africa's celebration of the World Cup, the organisers have arranged for live screening of the matches during the regional events.

The dates are Central Unit, 11-13 June at Nyakio Primary School, Lamuria, Western Unit, 18-20 June at Sosian Centre, Uaso Nyiro Unit, 2-4 July at Kimanju Primary School, Eastern Unit, 9-11 July at North Kenya Polo Grounds, Kisima. Finals on 21-22 July at Nanyuki Municipal Stadium.

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**EDITORS 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 Foundation is to create and support sustainable, socially and ecologically responsible projects and destinations around the world to achieve long lasting impact and sustainability through the holistic balance of conservation, community, culture and commerce (the 4C's) in privately managed areas.

## **The Laikipia Wildlife Forum (LWF)**

LWF is a member driven organisation that brings together land owners and resource users of all kinds including large-scale ranchers, small scale farmers and pastoralists to tackle the challenges in the Laikipia ecosystem. They work together to achieve a common goal: *Conserving the integrity of the Laikipia ecosystem, by creatively managing it's natural resources to improve the livelihood of its people.*

Laikipia Wildlife Forum is the first institution of its kind to develop a significant capacity to foster development and conservation goals on a district-wide level in Kenya.

