

FOR IMMEDIATE RELEASE

LaLiga Camps in partnership with IBERCUP have received an unprecedented number of requests from youth to participate in the first international LaLiga football camp.

17th August 2021, Johannesburg, LaLiga Camps who have partnered with international football youth organization IBERCUP for the next three years to host football camps in South Africa have been inundated with young players around the country wanting to participate in the first camp to be run in Johannesburg from the 23rd to the 29th of August 2021.

Since launching there have been over 2500 requests from players all over the country to register for the camps. Due to Covid protocols participation has been restricted to 120 players from the ages of u10 to u18 for both male and female players.

The LaLiga Camps players clinic will be run over five days from the 23rd to the 27th of August with LaLiga UEFA Pro Licence coaches. The LaLiga camps will be conducted by experienced UEFA PRO Licenced coaches Tony Alvarez Zamora and Luis Martinez. Zamora has worked for LaLiga in countries such as England, Nigeria, Thailand, China and Indonesia, and was most recently Academy Co-Ordinator and Under 19 Head Coach at LaLiga club R.D Mallorca, where Africa's most successful LaLiga export Samuel Eto'o first made his name. Martinez is an experienced coach who has previously worked with the youth teams of LaLiga club, C.D Leganes.

In the build-up to the week of the LaLiga camps taking place at St Stithians College, IBERCUP are proud to announce the inclusion as guests of honour at the inaugural launch on the 26th of August, representatives from the South African Football Association, the Gauteng Provincial Government and Special Olympics to participate on stage at the event.

"I am proud to say that with our consumer brand partners we have been able to cover the costs of 70 players and 40 coaches to attend the camps, and we intend providing the same for Cape Town in November and Durban in December. This is only the start and we will expand the project to reach all corners of the country to identify talent and give players and coaches the opportunity to participate in international football projects. We are confident that with the inclusion of SAFA, Gauteng Provincial Government Sports, Arts & Culture and Special Olympics, we will deliver sustainable international football projects which will assist in developing our youth through football for the next five years". Michael Bender CEO IBERCUP.

"Very excited. My daughter cannot wait, thank you for affording her the opportunity. Your generosity means that one more girl child is taken off the streets and given an opportunity to fulfil her dreams." – parent of a participant

"Hey sir, I hope your day was good. Thank you for the boots and the chance to be at the camp. I've never met anyone who has made such a big thing for me and you've occupied a space in my heart, I love you like my father, my mentor, and my coach, you're my superhero, I'll never forget you in my life." – registered player

"LaLiga is proud to contribute to football's legacy in South Africa. We have embarked on many initiatives to develop the sport in South Africa, and we are very pleased to have another opportunity to not only shape the growth of young players and coaches, but also build a relationship with Ibercup

that can accelerate local players' skills even further." Marcos Pelegrin LaLiga Southern Africa Managing Director.

"As Special Olympics we are very pleased to be able to create this opportunity for our athletes and coaches. Normally, youth with an intellectual disability in South Africa are completely excluded from mainstream sports and competition opportunities, despite having the ability to compete. Society focuses on their disability and not on their ability and, as such, they do not have access to the same facilities, trained coaches, support and opportunities as their mainstream counterparts. The partnership with IBERCUP is ground breaking not only for our athletes but for our coaches as well. It will enable them to benefit from the coaching and skills development offered by the international football powerhouse – an opportunity they would never have had otherwise. It will also allow them to participate in IBERCUP, and hopefully for some, to take their rightful place on the playing fields of international football. We commend IBERCUP for their commitment to inclusive sport and the athletes of Special Olympics. We hope that other sporting organisations in South Africa follow suit, and we look forward to the day when all sport, and our society as a whole, is truly inclusive." – Dr Mathews Phosa SOSA Chairman

"More connects us than separates us, but in times of crisis, the wise build bridges while the foolish build barriers. We must find a way to look after one another as though we are one tribe." T Challa - Black Panther.

It is precisely this principle that inspired St Stithians College to partner with LaLiga and IBERCUP to provide a truly enabling platform for our students and our surrounding communities to be exposed to world-class football coaching and unquantifiable developmental opportunities. This partnership gives our children, parents, teachers, and coaches "hope" in that they have so much to look forward to – "hope" that complements and underpins all the excellent work we do in the classroom. St Stithians seek to establish ourselves as both a Sporting (through our world-famous Saints Sports Festival), but also and more relevant to this partnership, a Saints Football Centre of Sporting Excellence. By way of example, St Stithians College has over 300 students registered to play football for the 2021/2 season, the interest is equally as high in our other schools. The three priorities of this partnership will be the IBERCUP Tournament, the Coaches Clinic, and finally, the LaLiga IBERCUP camps which are hosted at St Stithians with our world-class facilities and Campus. We aim through this partnership to attract the best young footballers to our School, to continuously broaden the base of participation opportunities for many of our boys and girls.

Whilst our mantra has been to "start small whilst thinking big", we have a passion and expansion for growth and as such greatly look forward to reflecting in five years' time to see just how significant this partnership of excellence turns out to be for our School, the Gauteng province, and most importantly our talented Footballing youth.

Welcome to the "One and All" Family, a place where our new partners and friends will have many happy and rewarding years." – Adrian Carter Director of Sport St Stithians

Updates and developments leading up to and during the camp can be found on the social media pages ;

Instagram : @liligacamps.sa

Facebook : LaLiga Camps SA

About Ibercup South Africa

IBERCUP International in existence since 2010 are the biggest youth football organisation in the world and stage football tournaments and events annually in Brazil, Portugal, Spain, Poland, England, Australia, China, USA and opened an office in South Africa in 2019 will stage the first IBERCUP Tournament in Gauteng in 2022.

About Laliga

LaLiga is a global, innovative and socially responsible organisation, a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 teams in LaLiga Santander and 22 in LaLiga SmartBank, responsible for the organisation of these national professional football competitions. In the 2019/2020 season, LaLiga reached more than 2.8 billion people globally. With headquarters in Madrid (Spain), it is present in 55 countries through 11 offices and 46 delegates . The association carries out its social action through its Foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine Santander.

About Unorthodox Group

Unorthodox Group is the mother company of two subsidiary companies namely Unorthodox PR and Unorthodox Sport. Unorthodox PR is a public relations company that places it's clients directly in front of its target audience using traditional and digital media platforms. Unorthodox PR and Media Group has reach in Southern Africa, Ghana and Nigeria. Unorthodox Sport is a sports management company that assists professional athletes and nurtures up and coming sports talent both locally and globally.

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