

# Beyond Sport Global Summit gets support from City of Johannesburg

The Beyond Sport Global Summit, taking place in Johannesburg from 28-30 October 2014, has received further support, with local government confirming its backing for the annual international event, which explores the ways sport can be used to tackle key issues in society.

The City of Joburg has been named Official Supporter of the Summit, as it prepares to welcome a global audience of leaders from sport, business and community development.



## Use of sport in society

As part of its support, the City will participate in the Summit by leading a daylong series of content at Nike Football Training Centre in Soweto, focussing on the use of sport in tackling youth violence in urban communities. This topic features heavily across a number of Beyond Sport events, particularly at Beyond Sport United, which was held at the Yankee Stadium in New York earlier this year.

Commenting on the partnership, Nick Keller, Founder of Beyond Sport said, "Our growing cities are becoming home to increasing numbers of unemployed youth, excluded and living on the fringe of society. The City of Joburg partnering with Beyond Sport shows recognition of the importance of sport to reach these groups and the need to offer more positive alternatives.

"The City of Joburg has provided the context for historic example of youth leadership and provides the perfect opportunity for us to work together in bringing about positive social change, through sport, to many local communities and young people.

"We very much look forward to working with the City of Joburg over the coming weeks, as well as building an ongoing relationship with the voice of the youth in Johannesburg."

## Speakers

Speakers for the Summit include David Grevenberg, CEO of the 2014 Glasgow Commonwealth Games and recently appointed CEO of the Commonwealth Games Federation, and former Bafana Bafana captain Lucas Radebe, a Beyond Sport ambassador. Local MC and CEO of Skududu Media, Dan Nicholl, will host the event.

The three-day Global Summit, which includes activity sessions, in-depth workshops and main stage panels, will be held at venues across Johannesburg.

The event will showcase leading sport-for-social-change programmes making a positive impact across the city, and provide an opportunity for sharing of best practice from around the world, with representatives of various international organisations taking part, including UNICEF, Tottenham Hotspur, Boston Red Sox and many more.

For more information, go to [www.beyondsport.org/event/beyond-sport-summit-2014](http://www.beyondsport.org/event/beyond-sport-summit-2014).