

Dr Danny Jordaan arrives in El Salvador and will hold a press conference to discuss the FIFA World Cup

He will be Futbol Forever's guest and will witness firsthand the evolution of its program

The Futbol Forever Foundation is proud to announce the visit to El Salvador of Dr. Danny Jordaan, CEO of the FIFA World Cup South Africa 2010 Organizing Committee.

Dr. Danny Jordaan will arrive in San Salvador August 10 at 2pm and will be transported immediately to the commune of Soyapango where he will participate in a press conference at the Santa Eduvigis School, which has been the place where Futbol Forever's program first began.

At 3 pm Dr. Jordaan will see a brief demonstration of one of Futbol Forever clinics run by the instructors and students of the program. The clinic will also be held at the Santa Eduvigis School in Soyapango. At its conclusion at 3:30PM, Dr. Jordaan will speak to the national and international media about the progress being made towards the organization of the 2010 World Cup in South Africa. He will also speak about Futbol Forever's unique model of learning through football and school, an innovative program that has bettered the lives of underprivileged youngsters allowing them to make better decisions in their lives and showing that its model is one of the most sophisticated Social Responsibility Program of its kind.

Among the special invitees will be the President of INDES (El Salvador's Sports Ministry), Mr. Jaime "Chelona" Rodriguez, the Mayor of the Municipality of Soyapango, Mr. Carlos Ruiz who will present Dr. Danny Jordaan with the key to the city. Mr. Andrés Cantor will be the Master of Ceremonies, and coach Bora Milutinovic will travel especially from México to be part of this historic moment.

"It's a real source of pride for El Salvador and a pleasure for Futbol Forever, that the person who is in charge of the most important sporting event in the world, in his visit to the American continent, has elected this country to bring to light the progress being made in the organization of the World Cup, and at the same time give support to the Futbol Forever Foundation, Alejandro Gutman, President of Futbol Forever said"

Keeping in mind the importance of this event and the space limitations, we request your RSVP by Thursday August 6. Thank you very much.

We hope you will join us.

For more information, please contact:

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Karen Catota (General Coordinator of Futbol Forever) at telephone number: 2292-1300 (office) or 7225-8139 (cell phone). Email: katota_forever@hotmail.com

Santa Eduvigis School: Final Avenida Los Limones, Urbanización Santa Eduvigis, Contiguo a Punto de Buses Ruta 41-C- Cantón El Limón, Soyapango.

About Futbol Forever

The Futbol Forever Foundation has developed a unique and innovative program that through the practice of football teaches youth and children to incorporate a new model of learning that allows them to be more intelligent and to think more competently in order to have better options in the future. This model focuses on improving their ability to think and in this way reinforces the basic values in the emotional development of the children. The central objective of this program is to help the child incorporate this model, and guide him or her to apply it to the four basic areas of his or her life: the relationship with themselves, the relationship with their families, their schools, and the relationship with their peers. The project model is currently being developed in seven different schools, C.E. Santa Eduvigis, C.E. La Companera, C.E. Hacienda Nueva, Oratorio Don Bosco, C.E. El Rosario, C.E. San Juan Bosco y C.E. Santa Cruz Tazulá in the municipalities of Soyapango, Lourdes and Sonsonate. As of today, the Program reaches approximately 4,000 children and counts on the collaboration of around 400 volunteers.