



LUXURY OCEAN RESIDENCES
WATAMU • KENYA

FOOTBALL 'PLAY SAFE' CONFERENCE JUNE 2012

THE MEDINA PALMS FOOTBALL MARATHON 2012

In Partnership With Albion Alliance



Medina Palms is close to completion and we are committed to continue our support of many economic enhancing activities that will benefit the community.

Apart from the Education, Health and Conservation aspects, here's the latest in social awareness through sports that we are supporting. **Albion Alliance against AIDS** is a young project from Albion in the Community's International programme, in partnership with the International HIV/AIDS Alliance, helping to empower young people from east Africa, by building the capacity of practitioners already working on youth based projects that tackle HIV/AIDS. The project will develop the practitioners' skills in leadership, coaching, on raising awareness of HIV/AIDS prevention and health, and build confidence and self esteem among participants.

The project will train practitioners from Kenya, Tanzania and Uganda, and other parts of Africa to enable those practitioners to work intensively with over 1450 young people across East Africa.



Participants of the ALB ION ALLIANCE Seminar in Brighton attend a class session on HIV/AIDS awareness using soccer

The Programme

By marrying the unique expertise of the 'International HIV/AIDS Alliance' – Europe's largest HIV/AIDS charity - with that of the award winning community based football development of 'Albion in the Community', this will create a unique training programme, designed to add value to existing work in the field of Sport against HIV/AIDS, and not to replace existing curricula.

- Bring skilled participants from partner projects across the world to Watamu on the coast of Kenya.
- This programme will inspire and empower candidates to increase their training in their communities.
- The focus will be on 'Better coaching and leadership' and 'better information and education about HIV/AIDS'.
- Candidates from a variety of partner organisations across East Africa, will complete the training over the course of eight days, on their way to becoming **Albion Alliance Leaders**.



Participants from all over the world including Ben Kaparo, Medina Palms Corporate Affairs Executive (Kenya) at the Brighton Hove & Albion brand new stadium 'THE AMEX' during the ALBION ALLIANCE conference

Gede-Watamu Sports Association

A fund will be developed to support the roll-out of this training across the world as the graduates return to their communities, and outcomes will be carefully monitoring and evaluated.

As the lead partner, **Albion in the Community**, the charitable foundation of **Brighton & Hove Albion FC**, will enable the 'Albion Alliance against AIDS' through our solid and growing partnerships with: Star Lizard, The International HIV/AIDS Alliance, Tackle Africa, The Street Football World Network, Coaching for Hope, Grassroots Soccer and the hosts – Gede-Watamu Sports Association



Winners of the Medina Kusi Cup cheer with Ben Kaparo of Medina Palms and Mr Japheth Kaingu of the GWSA



For more information about this programme supported by Medina Palms Please contact ben@medinapalms.com

