

Media Advisory

Summer 2024



Children's Football Alliance



C F A

CHILDREN'S
FOOTBALL ALLIANCE



10th anniversary Peace Field Project celebrations

*Using the power of football to inspire children to play
sport, connect communities and promote peace*

www.chrisgreenmedia.com



About

We're all looking forward to an amazing summer of sport - but what about active participation and the greater good sport can offer?

Formed to protect childhood through play, the **Children's Football Alliance** is celebrating 10 years of its international Peace Fields Project, which has connected children from disenfranchised communities around the world.

Launched in 2014 on Flanders Fields to commemorate the most evocative example of enemies coming together in sport – the 1914 Christmas Day Truces football match between Allied troops and German soldiers - the CFA now has 70 designated Peace Fields on six different continents, each with their own programme of events and activities to inspire local children to play sport for fun.

This summer's celebrations focus on three interlinked events:

June 23 - Celebrity charity match between This Country All Stars & Cirencester Town Veterans at Cirencester Town FC ko 3pm to raise funds for the CFA's Peace Field Project.

August 13 - 10th Anniversary of the Peace Fields Project at Flanders Peace Pitch, Mesen, Belgium.

September 16 to 21 – Global Peace Games

Multi sport event projects taking place all around the world as part of the lead into the UN's **International Day of Peace** on September 21 with an commemorative event at the Flanders Peace Pitch.

Details for each of these events is included below.

PRESS RELEASE 1

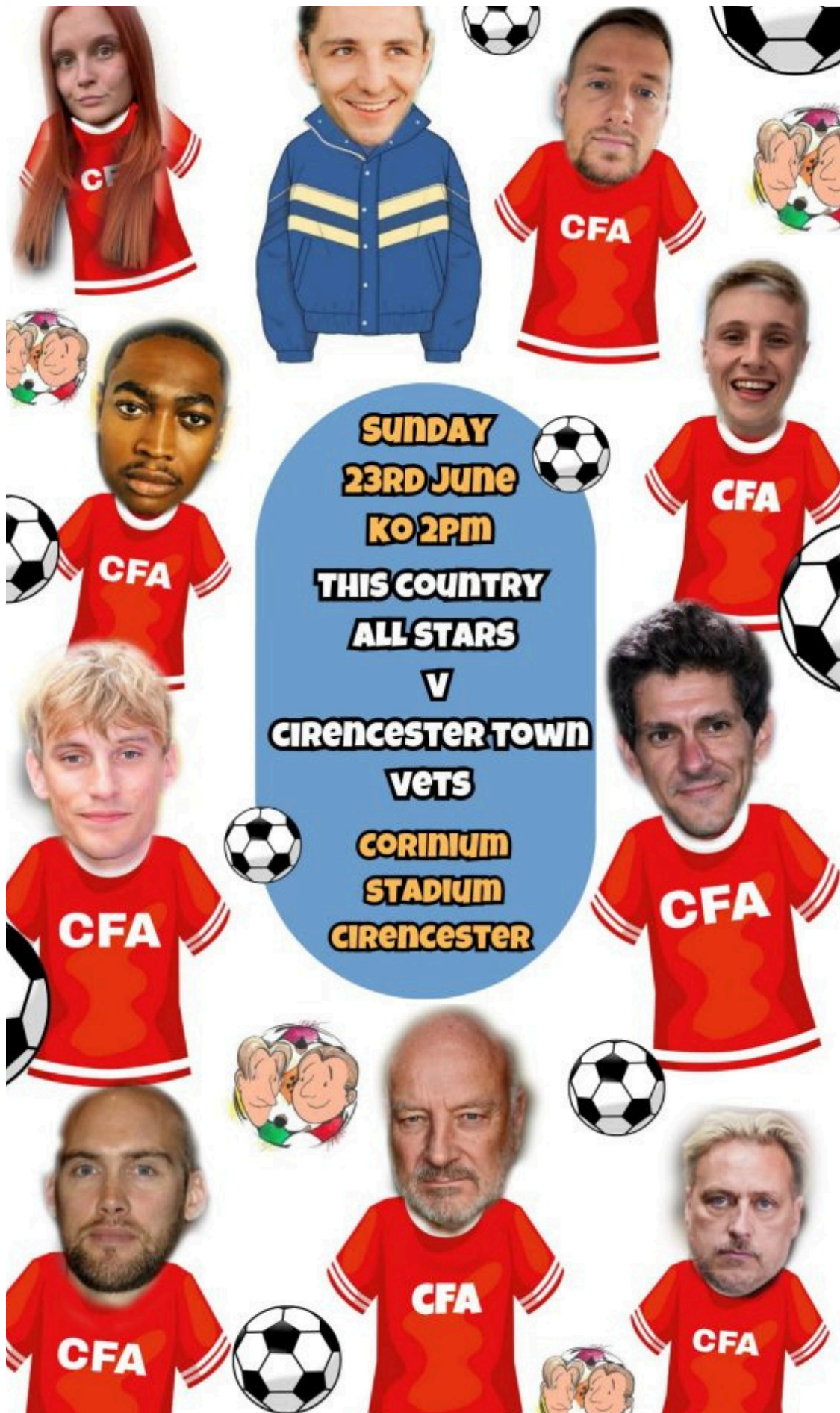
From This Country for That Event



The poster features a blue background with a white and black soccer ball in the bottom left corner. At the top left, there is a logo for CFA Children's Football Alliance, which includes a colorful soccer ball icon and the text 'CFA CHILDREN'S FOOTBALL ALLIANCE'. The main text is in large, bold, yellow and white letters: 'CHARITY MATCH' followed by 'SUNDAY | 23RD JUNE '24 | K.O 2PM'. Below this, there are two circular logos: on the left, a cartoon illustration of three people's faces, and on the right, the crest of Cirencester Town Football Club, which is a red circle with a white figure and the text 'CIRENCESTER TOWN FOOTBALL CLUB'. Between these logos is a black circle with 'VS' in white. Below the logos, the text 'THIS COUNTRY ALL STARS' and 'CIRENCESTER TOWN FC VETS' is written in a stylized, outlined font. Underneath that, a yellow stadium icon is followed by the text 'THE CORINIUM STADIUM, KINGSHILL LN, GIRENCESTER'. At the bottom, the website 'WWW.CHILDRENSFOOTBALLALLIANCE.COM' is written in a bold, outlined font.

Devised to raise funds for the 10th anniversary Peace Fields Project this match will feature celebrities from the BBC comedy *This Country* including:

- Charlie Cooper (Kurtan in *This Country* and actor in hit film *See How They Run*).
- Paul Cooper, the not-so-fatherly figure of Martin Mucklowe in *This Country*. Paul also featured in 2023 film *The Fence* and is CFA co founder and director.
- Gamba Cole (Ben from BBC series *The Outlaws*).



PRESS RELEASE 2

Peace Fields Project Celebration Day

August 13, 2024

The Peace Village, Nieuwkerkestraat 9a, B-8957 Mesen, Belgium

This special event will consist of a programme of commemorative events held throughout the day attended by dignitaries and children from Peace Field Project groups from across Europe and beyond.

Speakers include delegates from:

- UEFA Foundation for Children
- Commonwealth War Graves Commission
- Star Lizard Integrity Services
- Groepintro
- Mr Kiyoshi Amemiya, Ventforet Kofu.F.C. Yamanashi, Japan
- The Children's Football Alliance
- Unveiling of Peace Field Project plaques

In the UK there are projects in each of the four home nations, some linked to famous footballers such as George Best (Belfast), Denis Law (Aberdeen), Sir Tom Finney (Preston) and Duncan Edwards (Dudley).

For further information about the CFA's Peace Field Project visit:

<https://www.childrensfootballalliance.com/international-peace-field-rojec>



PRESS RELEASE 3



GLOBAL PEACE GAMES

More than 16 countries will be represented at the 2024 Global Peace Games from September 16 to 21 at the Peace Village, Mesen, Belgium, site of the First World War Christmas Truces.

The event celebrates the United Nations' **International Day of Peace**. The Global Peace Games brings young people together from Peace Field Projects (PFP) across the world with the aim of creating peacemakers of the future. The Denis Law Legacy Trust (DLLT) from Aberdeen will represent Scotland at the week-long peace education games at The Peace Village. The DLLT's PFP was considered by The Children's Football Alliance (CFA) to be an outstanding project.

There are currently 70 Peace Pitches in six continents twinned with Flanders Peace Field where German and Allied soldiers stepped out of their trenches on Christmas Eve 1914 and momentarily escaped the horrors of war to exchange gifts and play football.

Participants will visit significant battle sites and take part in international games and forums, debating the role of sport at home, in the community and at war. The event is funded by UEFA Foundation for Children and the CFA.

"This is a once in a lifetime experience for many young peacemakers of the future. Playing games on the world's most poignant field inspires many participants to pledge promoting peace in their communities."

Ernie Brennan, CEO, CFA

Notes for editors

For further details about the Children's Football Alliance visit:

<https://www.childrensfootballalliance.com>

For news and information about the Peace Fields Project:

<https://www.childrensfootballalliance.com/the-peace-field-project-film/>

and The Global Peace Games

<https://www.childrensfootballalliance.com/global-peace-games/>

To arrange an interview with CFA Projects Director Paul Cooper call **07875 283093**.

Or contact Teresa Green at Chris Green Media on **01905 754336** or **07985 322142** or email **teresa@chrisgreenmedia.co.uk**

The CFA was established in 2008 to enhance children's development through the medium of play by way of the sharing and dissemination of information and the practical application of the knowledge acquired. The CFA's aim is to protect childhood through play.

The CFA's core objective is to promote and spread peace education through play and facilitate free football for fun.

Current projects include: Global Peace Games, Children's Football Week, The International Peace Fields Project and Football Makes Our Shared History.

Photo gallery

Right: Charlie and Daisy May Cooper support the CFA.



Left: Opening of the Denis Law Peace Field in Aberdeen.

Right: Delhi Peace Field project will be one of many Worldwide Peace Field Projects participating in the Global Peace Games.

