



Peace and Sport and KUBE join forces for Haiti, with the help of champions Sabri Lamouchi and Randy de Puniet

PARIS, 7 MAY 2010 - "Peace and Sport, L'Organisation pour la Paix Par le Sport" placed under the High Patronage of HSH Prince Albert II of Monaco, and KUBE, manufacturer of luxury designer sports balls, will unite around a common cause to help Haiti at the World Charity Soccer 2010 event which will be held on 19 May at Paris' Charlety stadium.

On top of the match played by celebrities and professional footballers, Peace and Sport and KUBE will have a joint stand in the Haitian village, where spectators and visitors can purchase the designer's limited-edition footballs. The flagship model will be the "African Colors Project" ball specially designed for KUBE by the African stylist MALI SOULE for the Football World Cup 2010.

For each ball purchased, one will be donated to the Haitian Olympic Committee (HOC).

Objective: to send 1000 balls to Haiti as part of a project to provide structured sports activities for 50,000 children and teenagers currently living under extremely difficult conditions in survivor camps.

In fact, for several weeks, Peace and Sport has been assisting the HOC to collect new and used sports equipment and financial donations. These are used to set up a range of sports activities aiming to help young people evacuate their trauma, to restore social relations, to reinstate ground rules for life in an unstable environment and thus prevent conflicts that could arise out of the uncertainty and fragility of the situation.

The operation, called "*Sport Solidarity for Haiti*" has already generated enormous support from the world of international sport (for more details, visit www.peace-sport.org/haiti).

Sports champions rally to the cause

Indeed, two famous champions will support the Sport Solidarity for Haiti appeal at World Charity Soccer 2010: football player **Sabri LAMOUCHE**, twice champion of France, and motorcycle racer **Randy DE PUNIET**.

Sabri and Randy are both 'Champions for Peace': a group of athletes committed to help Peace and Sport's initiatives. They will be present on the stand to talk to the public and give demonstrations of 'free-style' football.

Rendezvous 19 May from 5pm onwards to support Haiti! Every contribution counts!



Press contacts

PEACE AND SPORT
Valerie Amant
press@peace-sport.org
+33 683 376 621
www.peace-sport.org

KUBE
Simon Mutschler
simon@kuba-lesballons.com
+33 677 245 802
www.kuba-lesballons.com

About Peace and Sport

Peace and Sport, L'Organisation pour la Paix par le Sport is a neutral and apolitical international initiative.

Peace and Sport puts sport and its structuring values at the heart of development projects led within communities in crisis around the world. With interventions in areas of post-conflict, extreme poverty or lacking social cohesion, Peace and Sport makes sport a vehicle for tolerance, respect, sharing and citizenship at the service of sustainable peace.

Supported by governments, world sport governing bodies, international organizations, major international companies in the private sector and international sports champions, Peace and Sport creates synergies between various different stakeholders to carry out four types of action:

- Organizing an annual International Forum (next edition in Monaco, 1 - 3 December 2010)
- a Resource Centre for sport and peace,
- The Peace and Sport Awards, to reward individuals and initiatives contributing to peace,
- Locally-Based Projects; concrete actions in different regions of crisis in the world.

Today, Peace and Sport has operations in Cote d'Ivoire, Burundi, Israel-Palestine, Timor Leste, Colombia and plans to intervene in Haiti in the near future.

Peace and Sport was founded by Joel Bouzou, current President of the organisation. Mr. Bouzou is an Olympic medallist, world champion of Modern Pentathlon and current Secretary General for the International Union of Modern Pentathlon (UIPM). He is also Advisor to H.S.H. Prince Albert II of Monaco.

About KUBE

KUBE les ballons casual.

A commonly-used definition to identify the brand that goes beyond basic sport and fashion trends. Providing an answer to the emergence of an alternative, fun kind of football, which is freer and more colourful: KUBE gives a new dimension to sport.

With high-technology production techniques, the first two collections established KUBE as a unique brand: a designer, limited-edition sports ball coated with a mixture of leather and PVC, the ball is arty and trendy – and hot! The technical criteria have been carefully studied to produce a top-range ball: hand crafted and painted. KUBE footballs are size 5, composed of 32 panels, and conform to all FIFA standards. Each model is unique and authentic because it is a limited series.

KUBE is also committed to environmental concerns; it uses environmentally-friendly materials and production techniques.

The sports ball has become a medium for expression and identification in response to the emergence of free and colourful urban sport. A return to real values with a sophisticated touch.