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## **Atlanta International Soccer Fest 2010 Launches to Benefit SOS Children's Villages**

*Bi-national Chambers of Commerce organizing Atlanta soccer celebration  
to Celebrate the 2010 FIFA World Cup South Africa™*

March 12, 2010 – Sponsors, volunteers and participants are being recruited for a metro-area celebration, Atlanta International Soccer Fest 2010 [www.atlsoccerfest.com](http://www.atlsoccerfest.com), currently being organized to coincide with the soccer matches of the 2010 FIFA World Cup South Africa™, June 11- July 11.

The South African-American Chamber of Commerce in Atlanta (SAACOC) and the German American Chamber of Commerce of the Southern U.S. (GACC South) have spearheaded an initiative to celebrate the 2010 FIFA World Cup South Africa™. In an unprecedented show of “soccer solidarity” and friendly rivalry, several bi-national Chambers of Commerce, Consulates, the World Trade Center Atlanta, and community organizations have joined the campaign, which will include soccer matches between the organizations, and game viewing parties at local pubs and sports bars. Donations from several of the events will be awarded to SOS Children’s Villages, with some of the monies going to SOS’ Haiti relief efforts.

Our event in-kind sponsor is Realm Advertising ([www.realmadvertising.com](http://www.realmadvertising.com)), and our partner organizations include the World Trade Center Atlanta and the Goethe Center (German Cultural Center). V103 and CBS Radio have signed on as radio media partners. Georgia Soccer is supporting this “soccer with a purpose” campaign.

Additional sponsors, who will receive a generous recognition package based on mutual interests, are solicited and will be announced. For additional information on corporate sponsorships, go to [www.atlsoccerfest.com](http://www.atlsoccerfest.com).

– more –

According to Derrick Jackson, executive director of the South African-American Chamber of Commerce in Atlanta, “As South Africa prepares to host the 2010 FIFA World Cup South Africa™ this summer, and Atlanta vies for the games in 2018 or 2022, we are tapping into metro Atlanta's growing enthusiasm for the sport. It’s a perfect way to support SOS Children’s Villages, with its longstanding connection to soccer.”

According to Irene Bailey, president of the Atlanta Volunteer Committee for SOS Children’s Villages, “Soccer and SOS Children’s Villages have had a long-standing relationship. Soccer plays a positive role in children’s lives by contributing to their physical and social development. The Atlanta International Soccer Fest is a great way to bring together the international Atlanta community around a worthy cause.”

More than 88,000 Georgia children and adults play some kind of organized soccer, according to [www.atlantasoccernews.com](http://www.atlantasoccernews.com).

For more information about Atlanta International Soccer Fest 2010, please visit [www.atlsoccerfest.com](http://www.atlsoccerfest.com).

**Preview of Event Schedule:**

**Soccer viewing events**

June 11 to July 11

Premier venues across the city will be hosting game viewing parties. Venues will offer “Soccer Fest” specials with drinks, appetizers and/or entrees. Root for your favorite country’s team and make a donation to SOS Children’s Villages.

Fado Irish Pub  
273 Buckhead Avenue, NE  
Atlanta, GA 30305  
(404) 841-0066  
[www.fadoirishpub.com](http://www.fadoirishpub.com)

Fox Sports Grill  
Atlantic Station  
261 19th Street Northwest  
Atlanta, GA 30363-1134  
(404) 207-1369  
[www.foxsportsgrill.com](http://www.foxsportsgrill.com)

Stats  
300 Marietta Street, NW  
Atlanta, GA 30313-1632  
(404) 885-1472  
[www.statsatl.com](http://www.statsatl.com)

Milltown Arms Tavern  
180 Carroll Street  
Atlanta, GA 30312  
(404) 827-0343  
[www.milltownarmstavern.net](http://www.milltownarmstavern.net)

Luckie  
375 Luckie Street, NW  
Atlanta, GA 30313  
(404) 525-5825  
[www.luckiefoodlounge.com](http://www.luckiefoodlounge.com)

Additional participating Atlanta Restaurants to be announced on [www.atlsoccerfest.com](http://www.atlsoccerfest.com).

**Soccer Tournaments** between consulates, chambers of commerce and other organizations. A round robin soccer tournament featuring adult teams (age 20+) is currently being formed by Atlanta-area chambers of commerce, consulates and organizations. Those interested in signing up a team, please contact Irene Bailey at [irene@sos-atlanta.org](mailto:irene@sos-atlanta.org).

Saturday, June 12

For location and schedule please visit [www.atlsoccerfest.com](http://www.atlsoccerfest.com). Tournament sign up is \$750 per team to cover team jerseys, set-up and stadium costs 16 teams of 12 people per team will be in the tournament.

**About the Organizations**

**SOS Children's Villages** is an independent, non-governmental social development organization (501c3) which has been working to meet the needs and protect the interests and rights of children since its foundation in 1949 in Austria. Operating in 132 countries, SOS Children's Villages provides long-term family-based care for more than 85,000 children who have been orphaned, abandoned or whose families are unable to care for them. To help prevent child abandonment, and to aid families struggling within a cycle of poverty and disease, SOS Children's Villages supports another 600,000 children and their families through family strengthening programs and educational, medical and social outreach initiatives. For more information about SOS Children's Villages, visit [www.sos-usa.org](http://www.sos-usa.org).

Founded in 2009 the **South African-American Chamber of Commerce in Atlanta** seeks to promote the exchange of business, trade, investment, technology, and culture between South Africa and the United States. We will provide information, services, and programs that facilitate business growth, profitability, and success for members, and support members in developing business opportunities and strategic partnerships in South Africa and the United States. For more information visit [www.sa-usabuschamber.com](http://www.sa-usabuschamber.com).

**The German American Chamber of Commerce of the Southern United States** was founded in 1978 to promote and support bilateral trade between Germany and the US. They are a private, non-profit organization and serve as the official representative of German trade in the southern U.S. GACC South has been a supporter of SOS Children's Villages in the past, and donated proceeds from their 2009 Annual Gala to the organization. GACC South and SAACOC are the main organizers of the Atlanta International Soccer Fest 2010. For more info on GACC South visit: [www.gaccsouth.com](http://www.gaccsouth.com).

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