

# ALIVE & KICKING KENYA



## Newsletter

First Edition 2010

### OPENING COMMENTS:

Welcome to the first edition of our newsletter in 2010. It has been an exciting yet challenging 1st quarter of the year. In addition to the Rarieda Road show we have also received tremendous support from Nakumatt Holdings that has seen us expand our outreach, the Arsenal in the community program currently underway is a perfect example of our believe in strong partnerships. This quarter also saw the departure of our Commercial Manager Isabel Kiarie we wish her well in her future endeavors. We thank you for your continued support and look forward to an exciting African World Cup season.

*Joel Kinuthia*

### NAKUMATT DONATES ALIVE & KICKING BALL SALE PROFITS TO THE MUSA OTIENO FOUNDATION

In January 2, 2010, Nakumatt Holdings Ltd. donated Kshs. 545,438 to the Musa Otieno Foundation to further aid their work in improving the quality of sports in the country and most importantly positively impact the lives of the children and youth in Jericho. The monies donated to the foundation were part of the profits made by Nakumatt Holdings Ltd. from the sales of Alive & Kicking Kenya (AKK) footballs since their introduction into the Nakumatt product offering in July 2008.



*(Inset: Left to Right; Dr. JJ Masiga - A&K Director, Musa Otieno, Geoffery Ngaina, Benard Mosomi, Kenya National Team player Taiwo Atieno. Isabel Kiarie - A&K Commercial Manager).*

In this unique story of synergy, Nakumatt Holdings Ltd. in view of the Alive & Kicking initiative kindly agreed to donate part of the proceeds made from the sale of AKK's balls in its outlets to support the Musa Otieno Foundation; a partner and beneficiary of AKK's footballs for the last three years, as per its social investment pillar to share their success with members of the wider community by spearheading community development projects on sports. Musa who was at hand to receive the donation from Geoffrey Ngaina, then the Assistant Operations Manager, Nakumatt Holdings Ltd., said the cash donation would go towards promoting their senior team and assisting its orphaned children pursue their education, among other things. Alive & Kicking trustee, Joe Masiga, and Kenya National team player, Taiwo Otieno were also present to show their support.

### 'THE BALL' COMES HOME

An Alive & Kicking ball has been making an epic 10,000 mile pilgrimage from the UK, through Europe, and 17 African countries to the 2010 world cup in South Africa. Every four years, 'The ball' which is a Spirit of Football initiative based on the Olympic torch principle, is kicked off from Battersea Park in London, where the very first game of modern rules football took place in 1864, and travels through a number of countries, carrying with it the spirit of football, while fans and professionals along the way play with it, and sign it until it reaches its destination in the host country.

Along its journey, the ball is also used to raise awareness on various social issues. This year, the ball is being used to create awareness of intellectual disability *(Inset: A & K Kenya Staff with, Ancila Smith, Joe Mutua- Special Olympics Kenya, & Andrew Aris)*



throughout Africa and for fostering inclusion and acceptance. Being firm believers that football is a universal language that can be used as a tool for development, Alive & Kicking is proud to have made the ball for this initiative. It was therefore with much excitement that we welcomed the ball back home on April 22, 2010, when the ball visited Kenya -its 19th Country visit- en route to South Africa.



*(Inset: Andy & Liam)*

## **ARSENAL IN THE COMMUNITY**

Alive & Kicking Kenya is pleased to have been involved in Arsenal FC's first community project in Kenya, alongside Trust for African Schools, Greensteds School, and Great Rift Valley Lodge. To celebrate the 25th year of its "Arsenal in the Community" Programme, Arsenal sent out two of its young coaches, Andy Collins and Liam Trigg to spend 3 months commencing 25th May, 2010, coaching football in local primarily schools, mainly in Rift Valley Province.

Before travelling to Nakuru, Alive & Kicking facilitated a series of visits to community football programmes in Nairobi where the coaches conducted mini football clinics 'The Arsenal Way'. Aspiring young gunners and coaches from MUSA, Kibera Mpira Mtaani, Musa Otieno Foundation and the Kenya Homeless World Cup were among those who benefitted from the football and coaching skills disseminated by Andy and Liam.

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## **BALLS FOR THE VISUALLY IMPAIRED.**

Three years ago Alive & Kicking was inspired by Henry Wanyoike, Kenya's visually impaired, Olympic gold medalist and world track champion to make a ball for the visually impaired. In February 2007, Alive & Kicking Kenya made its first prototype, which was put to the test by enthusiastic young visually impaired footballers at the Thika School for the blind.

It is with feedback from those students that AKK produced its final design, which we presented to Mr. Douglas Sidialo, Chairman of the National Paralympics Committee on Saturday, 24th March, 2010 during a Special Olympics event. Mr. Sidialo was excited to receive the ball which he said would go a long way in promoting 'fussball' in Kenya. At present, local stores do not stock balls for the visually impaired, so schools have to import them from abroad at high costs. We are therefore excited at this opportunity to offer young visually impaired footballers in the country their right to play!



*(Inset: Wanjiku Kiragu - A & K Kenya Director, Douglas Sidialo - Chair Person National Paralympics Committee, Martin Barnard A & K Director)*

## **NEWSFLASHES**

**Have you seen our new website?**

**You can now stay up to date with our latest news, donate, shop, as well as see how a ball is made on our new and improved website. Check it out and let us know what you think.**

**[www.aliveandkicking.org.uk](http://www.aliveandkicking.org.uk)**

## **NAKUMATT STORES**

We are pleased to announce the presence of Alive & Kicking Kenya balls in an additional 5 Nakumatt Supermarket outlets across the country - Nanyuki, Kakamega, Eldoret, Diani and Highridge. Alive & Kicking footballs now retail in 19 Nakumatt Supermarkets countrywide, as well as in Nakumatt Supermarkets in Uganda and Rwanda. Thanks are due to Mr. Atul Shah, Managing Director of Nakumatt Holdings Ltd, Ameet Shah and all their staff for making a difference!



**For more information or to become involved with Alive and Kicking Kenya, please contact us on:**  
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