



For Immediate Release

## ***A fresh face on sport, health and peace***

*Visualize the power of sport and play by visiting Right To Play's new website*

**TORONTO, CANADA (January 18<sup>th</sup>, 2009)** – From an ice rink in Canada to a field in Uganda and a handball court in Jordan, sport and play can change lives and create safer, healthier societies. This is the premise behind today's launch of the newly designed Right To Play interactive website which provides viewers with insight into the convening power of sport and its ability to teach key life skills to children. The website will help Right To Play promote the value of sport and play around the world.

"We've created a site that helps visitors to visualize the power of sport and play and to connect with our belief that through play, children learn critical life skills that enable them to overcome adversity, creating a safer, healthier society," said Johann Olav Koss, President and CEO of Right To Play. "Most of us have had the chance to play and understand the benefits of this – we learned self respect, teamwork, perseverance. There is still a world where children don't have this opportunity and we can change that. This belief is at the core of the new website."

The site provides an overview of the organization, its specially designed programs and their impact. Also included are case studies and other results and insights from third-party experts on the benefit of sport and play. Watch videos of supporters who tell their stories, read powerful testimonials from Coaches in the field and view photos from Right To Play programs across 23 countries.

The design taps into the powerful voices of Right To Play's Athlete Ambassadors, who number in the hundreds and represent more than 40 countries, with an empowering "can do" attitude aimed at encouraging fundraising and volunteering. The new website will continue to drive awareness of the power of sport and play, offer innovative ways for supporters to get engaged and involved with Right To Play, and inspire people to advocate for the cause.

There will be plenty of reasons to revisit the site as Right To Play gears up for two key events this year: the Olympic Games in Vancouver and the organization's 10th year of bringing sport and play programs to children around the world.

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## **About Right To Play**

Right To Play is an international humanitarian organization that uses sport and play programs to improve health, develop life skills, and foster peace for children and communities in some of the most disadvantaged areas of the world. Working in both the humanitarian and development context, Right To Play builds local capacity by training community leaders as Coaches to deliver its programs in 23 countries affected by war, poverty, and disease in Africa, Asia, the Middle East and South America. Founded in 2000, Right To Play is headquartered in Toronto, Canada and has national offices in Canada, Norway, The Netherlands, Switzerland, United Arab Emirates, the United Kingdom, and the United States. The national offices raise funds, build awareness for Right To Play programs and advocate for Sport for Development.

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### **For more information, please contact:**

**Laura Currie**

Director, International Communications

Email: [lcurrie@righttoplay.com](mailto:lcurrie@righttoplay.com)

Phone: +1-416-498-1922 ext. 204

[www.righttoplay.com](http://www.righttoplay.com)