



Conservation - Community - Culture - Commerce

FOR IMMEDIATE RELEASE:

Laikipia Unity League Second Regional Championships To Determine The Teams To Play At The Finals

“Sport has the power to change the world. It has the power to unite in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair”. – Nelson Mandela

Laikipia, 1st November 2013 – The Laikipia Unity League 2013 second regional championships will be played on the 2nd and 3rd November at the Nanyuki Stadium to determine the teams that will qualify for the finals.

The first regional championships, played a week ago, saw Laikipia University thrash Rumuruti BIBA FC 3 – 0 in the final match of the tournament determined through a penalty shoot out before a crowd of over 3,000 football fans. In girls league match, Munyaka Girls Secondary School defeated G.G. Secondary North West 1-0 with the winning goal being delivered by Florence Nyambura in the 20th minute.

The league, sponsored by the Zeitz Foundation and whose patron is footballer Samuel Eto’o - four times African Player of the Year and current striker for English team Chelsea Football Club - has 110 teams and is played within eight zones which are currently divided into two pools, with each zone expected to produce two teams to battle it out in for a position in the final eight and a chance to play the at championships.

The league, endorsed by The Football Kenya Federation (FKF) Mt. Kenya branch, is part of the Zeitz Foundation Laikipia Unity Programme and is unique in that 50% of points are scored through football achievements and 50% through conservation or community projects that each team has to undertake on an ongoing basis. All teams are required to actively participate in environmental and social activities throughout the year and during the League events and selection for the regional and Laikipia finals is judged on football skills, environmental and community activities and leadership skills.

For the past few months, the teams have been actively involved in the establishment of tree nurseries, tree planting initiatives, conservation agriculture, rain water harvesting, water and sanitation, community clean up campaigns, beekeeping and other activities in a bid to raise their off pitch points.

The six girls teams in the league are not to be left behind, as they too will be fighting for the top spot within their zones.

The league has developed from the well-known Laikipia Unity Cup (LUC). Due to the overwhelming success and popular demand for participation in the LUC it has now evolved into the Laikipia Unity Programme, incorporating the Laikipia Unity League, Laikipia Unity Cup and Samuel Eto’o Laikipia Unity Football Academy, School and Environmental Education Centre, which is currently under construction at Endana Secondary School in Laikipia

The Eto’o Unity Football Academy, funded by the Samuel Eto’o Foundation with support from the Zeitz Foundation, and Endana School will consequently serve as

the major rainwater harvesting demonstration site for Laikipia. The Eto'o Academy and secondary school will also incorporate an Environmental Education and Outreach Center and will serve as a Headquarters for the Laikipia Unity League/LUC and a hub for environmental outreach activities throughout the County.

For further information Contact:

Ernest Nyamasyo
Communications Coordinator
Zeitz Foundation. P.O. Box 63901-00619 Nairobi, Kenya
ernest@zeitzfoundation.org
0720645066

Notes for the editor.

- *Founded in 2008 by business entrepreneur Jochen Zeitz, the Zeitz Foundation is a non-profit organization based in Nairobi whose goal is to maintain or improve the integrity of ecosystems through effective, sustainable management through the holistic balance of conservation, community, culture and commerce (the 4Cs).*
- *The Zeitz Foundation's Ambassadors, Specialists and Friends including Samuel Eto'o and Usain Bolt are individuals who have become internationally recognized for their contributions in their fields and who inspire change by raising awareness and contributing across each of the 4Cs.*
- *The Foundation has initiated several conservation and livelihood projects including the Laikipia Unity League, the Waterbank School (whose roof drains rainwater into the school courtyard's centre, where it is stored in a 150,000-litre tank and filtered back again as clean drinking water), the Eto'o Laikipia Unity Academy (currently under construction), rainwater harvesting and energy saving technologies.*
- *The foundation works with other like-minded institutions globally through the Long Run Initiative that are committed to sustainable `lifestyle choices under the 4Cs philosophy.*