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## **2010 HERE WE GO! ACACIA ADVENTURE HOLIDAYS IS READY TO KICK OFF ITS FOOTBALLS FOR FUN CAMPAIGN**

*Acacia Adventure Holidays is ahead of the game in the run up to the 2010 World Cup as they kick off their new football oriented campaign for Africa. The tour operator is working in conjunction with 'Footballs For Fun,' a charity that was created after it was announced that the FIFA World Cup would be held in South Africa.*

A chance to give something back to the destination – all of Acacia Adventure Holidays' overland travellers will be invited to part with just £10 at the beginning of their tour in exchange for one football. That's around 42p per passenger, the tour operator's overland trucks carrying a maximum of 24 people. Certainly a novel approach to ethical tourism, travellers can arrange a friendly match en route through Africa and leave the ball behind as a gift; but more importantly each football purchased will generate £2 for the charity to help African communities.

Kate Plummer, Marketing Co-ordinator at Acacia Adventure Holidays, comments: "Voluntourism might not be for everyone, so our Footballs For Fun campaign offers a chance for a broader range of people to get involved in the charitable side of travel.

"The beautiful game has reached all corners of the continent, in fact you would be surprised at what counts as a ball in Africa, even a screwed up bit of paper tied together with string. In that sense, we know that the campaign will be a hit with the children of Africa, and with travellers, who can share a fun kick about while also giving something back to the country they are visiting."

Lebohang Mokhesi, Country Manager for South African Tourism in the UK, comments: "At South African Tourism, we promote all aspects of the country's rich culture and heritage. Sport plays a big part in South Africa's culture and the exposure of the country will be sizeable over the next few years during the build up to the FIFA World Cup in 2010. Acacia Adventure Holidays, in conjunction with Footballs For Fun, have come up with an innovative way of combining tourism with this sporting theme, whilst also giving something back to the country's communities."

Even though 2010 is some time away, there is already a buzz surrounding the event, as South Africa is the first nation on the continent to host the FIFA World Cup. Combine the much-publicised preparation for the tournament with the UK's unwavering enthusiasm for the beautiful game and the campaign is a win-win project, both for travellers and the people of Africa.

According to the founder of Footballs For Fun, John Haycock, the footballs also provide an answer to the age-old question often muted by travellers "what gifts should I take on holiday?"

John Haycock, comments: "Put simply, the football can be shared so there are no issues over jealousy – and the game keeps children off the streets whilst promoting a healthier lifestyle. More importantly, it provides much needed aid and at the same time gives everyone in South Africa a feeling of involvement in 2010."

The ethical footballs also bear the FAIRTRADE logo – an emblem, which is based on strict criteria. From this standpoint the charitable exercise goes full circle, from the making of the footballs themselves right through to their ethical purpose – in aiding the people of Africa.

Telephone Acacia Adventure Holidays on 020 7706 4700, email [info@acacia-africa.com](mailto:info@acacia-africa.com) or visit [www.acacia-africa.com](http://www.acacia-africa.com). ATOL No.6499 and ABTA No.W4093 PROTECTED. All prices are subject to availability.

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Notes to Editors': Acacia Adventure Holidays will not receive any financial reward from the purchase of the footballs and the tour operator will cover shipping of the footballs to South Africa at cost price. Travellers are free to make further donations to the charity once the purchase price of £10 has been met.

Each football will generate £2 pounds for the charity to help people suffering from AIDS, Malaria, TB and Polio; Africans affected by drug abuse; and those who are simply in need of a clean water supply.

For more information on the Footballs For Fun project please contact John Haycock, Telephone: 020 89 94 69 38 or visit the website at <http://www.footballs4fun.org/>