



## PRESS RELEASE

### FOR IMMEDIATE RELEASE:

#### **Little Feet unveils official 2010 World Cup U.S. Men's National Team Supporter Shirt, proceeds to benefit children in South Africa**

NEWPORT BEACH, CA (January 2009) – Socially conscious soccer ball producer Little Feet has announced that it has partnered with the two largest US Men's National Soccer Team support groups, Sam's Army and the American Outlaws, to produce the official US Men's National Team Supporter Shirt for the 2010 FIFA World Cup in South Africa. For every shirt sold, Little Feet has pledged to donate a soccer ball to an underprivileged child in South Africa during the World Cup.

Since 2006, Little Feet has donated a soccer ball to a needy child for every ball sold through its Web site. True to its "one for one" business model, for every World Cup shirt sold, Little Feet will continue its philanthropic mission by donating a soccer ball to underprivileged children across South Africa during the World Cup. In July, the organization plans on delivering the balls to various schools, orphanages, and other organizations throughout the country.

Returning to Africa for the first time since visiting Rwanda, Burundi, and Kenya in April 2009, Little Feet is eager to leave its mark on South Africa. "With all the hype of the World Cup, it's easy to forget that there are 2.5 million orphans in South Africa and two-thirds of the children are living below the 'one dollar per day' international poverty line," says Little Feet founder and president Trevor Slavick. "This is an easy and fun way to try and help some of these kids and a reminder for us all that more needs to be done."

John O'Brien—former member of the US Men's National Team during the 1998, 2002, and 2006 World Cups and the 2000 Summer Olympics—and Frankie Hejduk, who has been a member of the US Men's National team since 1996, enthusiastically endorse the project on the Little Feet website.

Emblazoned with a peace sign superimposed on the continent of Africa and the logos of Little Feet, Sam's Army, and the American Outlaws, it is made of 100% cotton and printed with eco-friendly inks. It is available in "Match Day Red" (in Men's, Women's and Youth sizes), and "Pub-Crawl Gray" (in Adult sizes only) at [www.littlefeet.com/worldcup](http://www.littlefeet.com/worldcup).

#### **About Little Feet**

Little Feet is a social enterprise that gives underprivileged children the chance to play "the Beautiful Game" by providing them with new, high-quality soccer balls. Founded upon the "one for one" model, it donates a ball to a needy child for each one sold. Headquartered in Newport Beach, California, it has shared its passion for soccer with disadvantaged children and schools around the world since its inception in March 2006.

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Images and interviews are available upon request

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