

## ENGLAND FOOTBALLERS FOUNDATION ANNOUNCE NEW CHARITY PARTNERS

February 23rd 2011

The England Footballers Foundation (formally the Team England Footballers Charity) announced on Thursday 17th February that as well as continuing to support their Outreach Programme, their new charity partners will be Help for Heroes and Cancer Research UK.

The England team launched their charity in 2007 and have raised over £1million for charities including Children's Hospices UK, WellChild, the Bobby Moore Fund for Cancer Research UK and the Professional Footballers Association charity initiatives.

Rio Ferdinand said, "As a squad we decided a few years ago that we would donate all our match fees to charity and help to highlight the great work that our chosen charity partners do. This year the team decided that we would work with Help for Heroes, Cancer Research UK and our Outreach Programme."

Steven Gerrard said "As a squad we are very proud of our troops and felt the work that Help for Heroes do to assist those injured fighting for our country is something we would like to support. We've also chosen to work with Cancer Research UK because most people know someone who has been affected by cancer."

The Outreach Programme was set up by the England team to improve opportunities for young people in some of the most disadvantaged areas of the country. The nationwide initiative works with young adults aged between 12-21 years to tackle a variety of social issues through football led activities.

Help for Heroes was established in 2007 and raises funds for the practical support of members of the Armed Forces wounded in the line of duty. Bryn Perry CEO and Co-Founder said of the partnership; "We at Help for Heroes could not be more thrilled that the England Footballers Foundation have chosen to support the charity this year - their support will be invaluable, both in terms of raising awareness as well as essential funds for H4H."

Cancer Research UK is the world's leading charity dedicated to beating cancer. Its groundbreaking work into the prevention, diagnosis and treatment of cancer has helped save millions of lives. Richard Taylor, Executive Director, Fundraising and Supporter Marketing at Cancer Research UK said: "We are delighted that the England Footballers Foundation has chosen Cancer Research UK as its charity partner for the next four years. The foundation, amongst other activities, will fund one of our Cancer Awareness Roadshow units, which visits local communities and provides people with information on how to reduce their risk of cancer and the importance of early detection."