



For immediate release

World Cup's not over, the most important Goal is yet to be kicked and Gympie's going to do it!

The biggest goal will be kicked at 11am-12pm on Sunday July 25 at Gympie South State School Gymnasium, where Gympie's Soulfiredance Academy will lead 1000 supporters in Shakira's Waka Waka Dance Challenge in support of 1GOAL a global campaign for the 2010 FIFA World Cup that aims to fight poverty.

You can be part of over 14 million people world wide supporting the 1GOAL campaign that runs until September and aims to make world leaders accountable for their 'Education for All' promise, to provide quality public education to all children and adults by 2015.

Pop signer Shakira's song Waka Waka was the official anthem for the World Cup and as part of the 1GOAL campaign she has challenged people across the globe to dance the Waka Waka dance!

Gympie's Waka Waka will be filmed and placed on Utube along with over thousands of other communities that have already Waka Waka'd! Will Gympie's be the best yet? That's up to you!

1000 people are needed of all shapes, sizes and ages and if you don't dance, don't worry says Kerri-Anne of Soulfiredance Academy "what we want is to demonstrate a show of support of this important goal, everyone can Waka Waka."

The dance will be lead by Gympie Soccer teams Gympie Diggers, who along with international pop star Shakira, Cathy Freeman, Brian McFadden, a host of international soccer stars and teams including Australia's Socceroos, and the Australian Matidas, have signed up to support 1GOAL.

Whilst it is meant to be a fun morning the message is very serious. 774 million adults still cannot read and 72 million children in the world are still denied the opportunity to go to school. HIV, disability, conflict, discrimination and poverty mean literally millions of children who could be our future generation of leaders, sport stars, doctors and more are denied this right and confined to a life of poverty.

Kerri-Anne has been involved in 1GOAL as a result of her dance network "Since the Global Campaign for Education started more than 40 million children now have the chance to go to school a great achievement; but let's keep governments and leaders accountable for the 72 million that still need your voice or should I say your dancing feet to Waka Waka."

If you want to help 1GOAL: Education for all, it's simple:

1) Join the Waka Waka on July 25 register now call 0409 078 634 and 2) Go to www.join1goal.org and add your name. Yours and millions of others names will be presented to all the world leaders at the next convention to be held in September 2010.

end

MEDIA: For more information contact: Kerri-Anne Chilvers on 0409 078 634

Photo opportunity on the day: 1000 people doing the Waka Waka!

Further Background Information

Why Is Education So Important?

Education is the best tool we have for tackling poverty, ill health and hunger. Education leads to economic growth, democracy and a more stable future. An education can offer hope and a future to children in the developing world who desperately deserve a chance in life. It is the one investment that ultimately pays for itself: When a child gets educated, they will eventually earn more and be better able to support their family.

What is Education for All?

'Education for All' is the international commitment that world leaders have signed up to - to provide a good quality public education to all children and adults by 2015. The commitment includes prioritising those who are currently missing out on an education, getting them into school, and making sure when they're in school they get the chance to learn with qualified teachers. Their goals also include giving adults who missed out on school the chance to learn to read and write.

Since the Global Campaign for Education started, some governments have listened and more than 40 million children previously without an education now have the chance to go to school. The world has the resources and capacity to give every child this chance. But we are lagging behind and we need every government on board to make this a reality.