



Guernsey Adolescent Smokefree Project

To: All Media

From: Alun Williams

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MEDIA RELEASE

The Launch of Smokebusters's Keepy-Uppy World Cup Competition

Thursday 27th May 2010 at 12.45pm in the Sunken Gardens, St Peter Port

The search is on for Guernsey's Keepy-Uppy Champion. Smokebusters is organising a series of Keepy-Uppy competitions amongst Guernsey schools, sports clubs and voluntary organisations.

It's all very simple as all you need is a watch, a ball and someone to count how many times you touch a ball in a minute (the world record is for the most touches of a football in 60 seconds, whilst keeping the ball in the air, is 339 by Chloe Heyland in 2007).

The competition will launch in the Sunken Gardens on Thursday 27th May at 12.45pm when a mix of States Deputies, island footballers and local boys and girls will host the inaugural Keepy-Uppy competition.

Alun Williams, Chairperson of GASP explains:

'Our aim is to reduce the numbers of young people who smoke in Guernsey and one of the best ways of doing that is to remind young people of the benefits of leading healthy lives and what better way to do that then by organising a footie competition during the World Cup.

In Guernsey we have been successful in dramatically reducing the numbers of young people who smoke and education has played a big part in making that happen.

In other countries smoking levels amongst young people remain very high and unfortunately the tobacco industry is targeting their efforts at making those young people smokers. If we can help those youngsters attend school it is much more likely that we can turn them away from smoking'.

Organisations are welcome to hold their own Keepy-Uppy competitions under the expert guidance of professional footballer Ryan Zico-Black who has been appointed as Smokebusters 'Keepy-Uppy' king who can offer free one hour activities. Ryan is a local man who has been plying his trade as a professional footballer for the past ten years. Ryan is a fully-qualified coach and will be working with Smokebusters over the Summer.

For more information please contact Alun Williams on tel: 07911 728059