



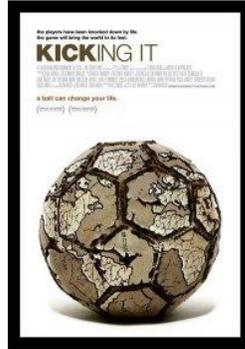
SEATTLE UNIVERSITY

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Lawrence Cann

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Seattle University Welcomes Street Soccer USA Founder Lawrence Cann to Seattle, March 12-13 *Seattle U and Golazo to Host Screening of “Kicking It,” Benefit for Street Soccer Seattle, March 13*

The Seattle University Project on Family Homelessness welcomes **Lawrence Cann, founder and CEO of Street Soccer USA**, to Seattle on March 12-13, 2012. Street Soccer USA is a leading organization in the use of soccer for social change.

During his visit, Cann will be the special guest at a benefit for Street Soccer Seattle, Tuesday, March 13. The event kicks off with a **pre-party at Golazo, 714 E. Pike St.** (former BMW dealership), Seattle, **4:30-6:45 p.m.**, followed by a **7-9 p.m. screening of the film “Kicking It” at the Egyptian Theatre, 807 E. Roy** (across the street from Golazo). Tickets for the party and film are \$15 and go on sale Thursday, March 1 via Brown Paper Tickets (<http://www.brownpapertickets.com/event/230255>). Both are open to the public; the film is not rated, but is recommended for ages 13 and up because of adult themes.

“Kicking It” is the 2008 documentary about the **Homeless World Cup**, the annual street soccer tournament that unites players from 64 nations and gives them a chance to permanently change their lives. Of the 500 homeless men and women in that year’s competition in Capetown, South Africa, directors Susan Koch and Jeff Werner focused on seven players from six countries who were homeless for reasons varying from a raging heroin epidemic in Dublin, Ireland, to the war in Afghanistan, to the widespread disenfranchisement of the homeless in St. Petersburg, Russia. The film, narrated by Colin Farrell, also follows Cann’s U.S. team through the tournament. Cann will be available after the film for a Q&A and will update the audience on the progress of his team members, including the memorable Craig. This year’s Homeless World Cup is in Mexico City in October.

Street Soccer USA has grown from one program in Charlotte, N.C. to 20 cities across the United States since 2007, including Seattle. The non-profit organization uses sport to teach job and life skills to homeless and at risk youth and adults, and reports a 75 percent success rate of connecting participants to success in education, jobs, housing and health outcomes. Players from the 20 cities are selected to compete on the U.S. team in the annual Homeless World Cup.

Street Soccer Seattle began when Taso Lagos, lecturer at the University of Washington, saw a group of people in Greece practicing for the 2009 Homeless World Cup. Impressed by the program, he returned to Seattle determined to start a program in the area. The organization serves youth ages 18-25, one of the fastest-growing segments of the homeless population, often underserved especially as they age out of services for children but are too young to be integrated into adult services.
<http://streetsoccerusa.org/seattle>.

Golazo, Inc. is on a mission to create the world’s passion brand for soccer. Golazo says: “We Fuel Fútbol™ with beverages that use the best all natural ingredients, with Latin-inspired flavors, and functionality designed for the pitch. With the ball as our compass, we will create a platform for human potential and the belief that everyone is Born to Score™.”
www.VivaGolazo.com, facebook.com/Golazo or on Twitter at @VivaGolazo.

The Seattle University Project on Family Homelessness supports media projects, public forums, arts performances and community partnerships that explore and illuminate stories of the thousands of Washington families who are homeless. The project is funded by a grant from the Bill & Melinda Gates Foundation. For more information, please visit www.su-familyhomelessness. Twitter: @chinrichsen_su.

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