**FOR IMMEDIATE RELEASE**For further information contact:[COORDINATOR NAME]  
[COORDINATOR PHONE]  
[COORDINATOR EMAIL]

**Grassroot Soccer Comes to [NAME OF SCHOOL/COMMUNITY]**

**[EVENT MONTH & DATE]**

**Play Soccer. Save Lives.**

[DATE] ([CITY], [STATE]) — [NAME OF SCHOOL/COMMUNITY] is hosting a 3v3 PickUP Soccer on [DAY OF WEEK], [EVENT MONTH & DATE], 2014 at [LOCATION]. All funds raised benefit Grassroot Soccer, an international nonprofit that uses the power of soccer to save lives by preventing the spread of HIV among those with the most new infections—youth in Africa.

**WHO:** [INSERT YOUR TOURNAMENT AGE RANGE]

**WHAT:** [NAME OF SCHOOL/COMMUNITY] Grassroot Soccer 3v3 Tournament presented by Positive Tracks

**WHEN:** [EVENT MONTH, DATE & TIME]

**WHERE:** [LOCATION – STREET ADDRESS, CITY, STATE, ZIP]

**WHY:** Play Soccer. Save Lives.

**REGISTRATION FEE:** $[FEE]

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**About Grassroot Soccer:**

Grassroot Soccer (GRS) is an international adolescent health organization that educates, inspires and mobilizes young people to overcome their greatest health challenges and live healthier, more productive lives. GRS uses the power of soccer to connect young people with the mentors, information, and health services they need to thrive, and empowers adolescents to make educated choices about pressing health challenges such as HIV & AIDS, sexual health, gender-based violence, and malaria. GRS's evidence-based programs, led by trained local Caring Coaches, incorporate soccer into dynamic lessons about health and wellness that engage young people and break down cultural barriers. With proven results and a constant focus on research and innovation, GRS has reached over 1.3 million young people in nearly 50 countries with health education. For more information, visit [www.grassrootsoccer.org](http://www.grassrootsoccer.org).