

'1in11' Event at the Camp Nou Stadium, Barcelona

Today, Mr. Josep Maria Bartomeu, President of FCB welcomed Mr. Gérard Bocquenet, Director of Private Partnerships and Fundraising at UNICEF and Mr. Essa Al-Mannai, ROTA Executive Director to discuss the successful art auction held on 12 February in London - which saw more than 3 million Euros raised for the new '1 in 11' partnership between the three organizations – and to discuss how the funds will be implemented, and the next steps for this unique partnership. A working meeting in the morning was followed by a meeting with the press, and afterwards the two visiting representatives will attend tonight's game at the Camp Nou.

Currently 1 in 11 children – or 58 million out of 650 million children – do not have any access to education and are not getting the start in life they deserve. The majority are among the most disadvantaged and vulnerable: children living in areas affected by conflict; children in extreme poverty; children with disabilities; children from indigenous communities. To tackle this challenge, FCB Foundation, Reach Out To Asia (ROTA) and UNICEF launched the '1 in 11' partnership on 9 January in New York. This initiative will harness the power of sport in education to extend opportunities to marginalized children, initially supporting programmes in Bangladesh, Indonesia and Nepal.

Sport and education will merge as a catalyst to provide quality education and raise international and local awareness about their importance in every child's life. For example, in Bangladesh, the funds will be used to help marginalized children achieve good learning outcomes. In Indonesia, the programme will support schools in six districts to include children with disabilities and promote life skills while promoting physical education and sport. In Nepal, the programme will focus on the positive impact sport can have as a key component of a child's holistic development from the early grades through to secondary school.

FutbolNet, the FCB Foundation methodology that uses sport as tool for individual and community development of children, will be a key element in these programmes, creating a unique bond between sport and education.

The 1in11 partnership does not stop with these first actions, as agreed today by the representatives of the three organizations, who discussed how to ensure that more funds are raised for children in need of education and significant achievements can be made to tackle this critical issue. All three '1 in 11' partners reinforced their commitment to the partnership and called on their members and supporters to act through donating at the 1in11.org webpage, and participate in future '1 in 11' actions to promote the right of every child to a good education.

Both the FCB President and the UNICEF representative also used the opportunity to discuss their successful on-going partnership, and agreed on the need to keep working together to help children all over the world - as exemplified by '1 in 11'.

Quotes:

Josep Maria Bartomeu “Our long term partnership with UNICF is one of the elements that makes our football club so unique, and we are very happy to strengthen this relationship through the 1in11 partnership that also brings ROTA on board, this way, we will be able to reach and help more children worldwide”

Gerard Bocquenet “The world faces an enormous task in making sure that *every* child has access to a quality education. This is why we are increasing the momentum, building on our strong alliance with the FC Barcelona Foundation to create the ‘1in11’ partnership with ROTA, helping to ensure that all children can receive the quality education that is their right. ”

Essa Al-Mannai: "Sport is a common language among the world's youth. Education, we believe, is a common right. The Art Auction in London was just the beginning and today we are proud to see the money raised making a real impact through 1in11's powerful alliance of devoted partners."