

UEFA EUROPEAN UNDER 17 CHAMPIONSHIP – MALTA 2014

Participation of school children to commemorate this manifestation

The Stadium Experience - The Educational Aspect - The Thrills of the Game

17th January 2014

To All:

**College Principals,
Heads of Schools,
(or their Representatives)**

Our Association has been chosen to be the Host Association of a UEFA European Youth Championship, an opportunity to organize a top-level football tournament and allow European future football talents to compete in the best conditions. Talented young footballers deserve great attention; hence it is very important for the Malta FA implements a successful promotional plan, with the support of UEFA, in order to maximize stadium attendance and media coverage.

The Malta Under 17 National Football Team will be among the eight finalists and this would be a unique opportunity for local school children to fully participate in this manifestation and enrich their educational, cultural and sporting experiences.

To commemorate and promote this event, the Local Organising Committee will embark on a campaign bearing the name REACH OUT.

Other than the promotional aspect, the campaign is aimed at offering the opportunity to the various sectors of society to be part of this unique experience. Not the least to benefit will undoubtedly be the educational sector, and REACH OUT through its EDUCATION ZONE, will give the opportunity to students to enjoy a Stadium Experience, to enrich their Educational and Cultural Knowledge and to Experience the Thrills of the Game itself.

The Invitation

Our invitation is open to ALL State, Church and Independent, Primary and Secondary Schools and Colleges.

The Target Audience

EDUCATION ZONE is targeting school children from the following age categories;

Primary: **Boys & Girls** - Years 4, 5 and 6
Secondary: **Boys & Girls** - Forms 1, 2, 3 and 4

The Activities

EDUCATION ZONE will run three initiatives / activities and each and every school is invited to give the opportunity to its students to participate in any or more than one of these activities.

Meeting

Details regarding the organisation, application and participation for each activity and the tangible benefits for the participating schools and students will be given out during a meeting for ALL College Principals, Heads of Schools or their Representatives, to be held on;

WEDNESDAY, 5TH FEBRUARY 2014

at the **CENTENARY STADIUM CONFERENCE HALL, TA' QALI**

starting @ **09.00HRS.**

The meeting for which you are cordiously being invited to attend, is expected to be attended and addressed by the Minister of Education, Mr. Evarist Bartolo who has himself appreciated the efforts being undertaken by the Malta Football Association, and offered his support.

Yours,



Björn Vassallo
CHAIRMAN
LOCAL ORGANISING COMMITTEE

For further info contact:

Mr Joe Mallia

Tel no. 2338 6353

E-mail: MaltaU17_2014@mfa.com.mt