
St. Louis to Host First United Nations Players for Peace Soccer Game in United States

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St. Louis, MO (prHWY.com) March 26, 2010 - The soccer world will converge for a good cause in St. Louis this summer when "The Rest of the World" challenges South America in the first United Nations Players for Peace Goodwill Game held in the United States.

In partnership with the St. Louis Convention & Visitors Commission (CVC), City of St. Louis, the United Nations and the World Olympians Association, the Players for Peace Goodwill Game will feature many of the world's biggest soccer stars past and present.

"I'm thrilled that St. Louis will be hosting the Players for Peace Goodwill Game," said Mayor Francis G. Slay. "Not only does this event serve a great cause, but it will bring visitors -- including some of the world's best soccer players -- to eat in our restaurants, sleep in our hotels, and visit our many attractions. I know these international visitors will return home to share great stories of their experiences in St. Louis."

Former United States National and Hall of Fame player Eric Wynalda will coach "The Rest of the World" squad. Brazilian legend Carlos Alberto Torres, who served as captain of Brazil's 1970 Mexico World Cup championship team, will coach the South American team. Assistant coaches will be AC St. Louis' Francisco Filho (South America) and former England International Terry Fenwick ("The Rest of the World").

"The Rest of the World" and South American squads will be chosen by a selection committee comprised of the following Players for Peace Ambassadors: Elias Figueroa (Chile), Chairman of Players for Peace; Steve Leighton (USA), CEO of Players for Peace; Carlos Alberto Torres (Brazil); Eric Wynalda (USA); Carlos Valderama (Columbia); Tefilio Cubillas (Peru); Osvaldo Ardiles (Argentina); Terry Fenwick (Caribbean); and Shep Messing (USA).

Kickoff will be 1:30 p.m. August 7 at the Edward Jones Dome with all proceeds going to implement sports and education program in Haiti and the St. Louis community.

"St. Louis is proud to host this prestigious game that has such a strong international impact," said Kathleen "Kitty" Ratcliffe, St. Louis Convention & Visitors Commission President. "Our region has a rich soccer history and strong soccer community. The Players for Peace Goodwill Game represents yet another historic competition that will add to our legacy."

While the match will showcase many of the greatest players in the world, the Players for Peace Goodwill Game is more than just a soccer game. The players come to St. Louis with a humanitarian message that transcends sports.

"We have always supported the efforts of Players for Peace because they have delivered many worthwhile and meaningful humanitarian projects over the years," said Cristobal Aldunate Jory of the United Nations Sport for Development and Peace. "They have clearly demonstrated how the power of football and sport is leveraged to

motivate and engage the world's youth. I congratulate St. Louis for supporting this valuable initiative and look forward to visiting the city, attending the match, and seeing the world's greatest players come together for a great cause."

For more information about the Players for Peace game, please visit www.playersforpeace.org or call the hotlines: English (US) 877-230-4205; Spanish (US) 877-230-4578.

The St. Louis Convention & Visitors Commission is the official destination marketing organization for St. Louis City and County for visitors of all types. The CVC also operates the America's Center convention complex and Edward Jones Dome.

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