



MEDIA RELEASE



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FOOTBALL FUN FOR EVERYONE

McDonald's Ballarat City Football Club and Centre for Multicultural Youth Ballarat have teamed up to present a free multicultural soccer clinic for Ballarat's young people.

The "Side Kick" pilot program, held at Morshead Park on Tuesday, October 3, continues Ballarat City FC's commitment to supporting cultural diversity and follows its highly-successful Africana Ballarat event, recently named a finalist in the 2017 Department of Environment, Land, Water and Planning Diversity and Inclusion Award.

McDonald's Ballarat City FC chairman John Livingston said the club was pleased to partner with CMY Ballarat for the project, which was also supported by Melbourne Victory FC.

"McDonald's Ballarat City FC is proud to celebrate its multicultural diversity that positively enhances our future and builds a stronger club and community," he said.

"One in 10 of our players are of culturally and linguistically diverse backgrounds and we pride ourselves on providing a welcoming and inclusive club that does not discriminate against race, religion or socio-economic status.

"Our Side Kick program is a wonderful way of supporting Ballarat's multicultural community, which not only enriches our club, but the wider Ballarat community."

About 50 young people participated in the Side Kick event, which included a soccer skills session lead by Melbourne Victory FC community coaches.

"The program utilised football as a mechanism for community engagement and inclusion, and welcomed young people from all backgrounds with a focus on social cohesion and harmony," CMY Ballarat multicultural youth worker Shani Cain said.

McDonald's Ballarat City FC and CMY Ballarat are now looking to expand the program into a two-day event for the forthcoming summer holidays.

Inquiries: McDonald's Ballarat City FC community volunteer Tania Bardsley, 0418 129 558
CMY Ballarat multicultural youth worker Shani Cain, 0422 262 855