

Thursday, 10 December 2009

## **MBF and Sydney FC Support the FIFA World Cup™ Football for Hope Festival Finalists**

Sydney FC player Alex Brosque and club sponsor MBF yesterday announced that 16 young hopefuls had the chance of a lifetime to attend the FIFA World Cup™ Football United Festival.

Football United offers an innovative program assisting young refugees with their integration into the Australian community through a football development program. The program uses the global appeal and common interest of football to bring people from diverse communities together.

The announcement, which was held at David Phillips Sports Field in Daceyville, brought together teams from schools across South West and Western Sydney.

Of the talented 16-player squad, eight will be flown to South Africa to represent Australia and Football United in the 2010 FIFA World Cup™ Football for Hope Festival, an initiative that brings together 32 teams which are using football to effect social change around the world.

MBF Director of Marketing Mark Engel said, "MBF is delighted to be working with Sydney FC and its players to support the Australian Football United Festival representatives.

"This international football event will bring to the forefront the positive effect involvement in sport and healthy living can have, not just in individual lives but in society as a whole."

On Sunday, 6 December, MBF and Sydney FC hosted a BBQ in Burwood Park to raise money and awareness for the Football United Festival, which aims to assist young refugees in their integration to Australia by providing a supporting and enjoyable environment through a soccer development program.

MBF Ambassadors Kofi Danning, Karol Kisel and John Aloisi spent time interacting with more than 300 fans at the event.

Engel continued that yesterday's Football United announcement was a touching celebration of sport, with a passion for the game evident from all participants and organisers. And Sydney FC's biggest fan, mascot Bluey, was a popular guest, sometimes stealing the limelight from supportive Sydney FC players Alex Brosque and Matthew Jurman.

"As a leading health insurer, MBF shares a common goal with Sydney FC to promote healthy and active lifestyles from a young age," Engel said.

"To achieve this, our partnership with Sydney FC goes a step further by encouraging children to be active through coaching clinics, chances to win tickets to A League games, and opportunities to play in half-time league games."

– Ends –

For further information about the Football United Festival, please visit [www.footballunitedprogram.org](http://www.footballunitedprogram.org)

**For all media inquiries, please contact:**

**Terri-Helen Gaynor Reputation Pty Ltd**

Tel: +61 2 8252 7001

Mobile: +61 409 870 022

[THGaynor@reputation.net.au](mailto:THGaynor@reputation.net.au)



**Thursday, 10 December 2009**

## **About MBF**

MBF has been looking after Australians for more than 60 years. As a leading private health insurer, our primary aim is to help all Australians live longer, healthier and happier lives.

MBF proudly covers around 1.7 million Australians – giving them the confidence to better manage their healthcare needs. We have a broad range of quality health insurance products and an extensive national member centre network. Recently, we were independently assessed by CANNEX and named the national winner of the Outstanding Value Private Health Insurance Award.

In addition to private health insurance, MBF offers life and travel insurance, as well as financial planning, superannuation and managed investment products through ClearView Retirement Solutions.

## **About Bupa Australia**

Bupa Australia is a leading healthcare provider. With a significant presence in every Australian state and territory, the company operates under the trusted and respected brands, HBA, MBF, Mutual Community and Clearview, proudly covering over three million Australians.

Bupa Australia is driven by the vision of “Taking care of the lives in our hands”. The company is focused on providing sustainable health insurance and financial services solutions that represent real value to customers, and on leading the industry in the promotion of preventive health and wellness.

Bupa Australia’s products and services include cover for hospital, medical, ancillary and ambulance services, as well as travel, life, car and home insurance, and retirement planning and lifestyle management services.

As part of the international Bupa Group, Bupa Australia draws on the strength and expertise of an international healthcare leader. The Bupa Group covers more than 10 million people in more 200 countries and provides other health and financial services to many more millions of customers around the globe.

