



For Immediate Release
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Palestinian and Israeli Coed Soccer Teams Unite at 2010 VISF
6th Vancouver International Soccer Festival Coincides with Canadian
Multiculturalism Day and FIFA World Cup

VANCOUVER, BC, CANADA – The Vancouver International Soccer Festival and Multicultural Celebration (VISF) is lacing up to kick off its 6th year on **Saturday and Sunday, June 26-27, 2010**. The VISF is a World Cup-style soccer tournament that brings together 48 adult, amateur, men's and coed soccer teams and players from Canada, the USA, the Middle East, Africa, Europe, South America, and Asia to celebrate "the beautiful game" and showcase diversity and cultural harmony.

Vancouver Mayor and avid soccer player **Gregor Robertson**, Member of Parliament **Libby Davies**, and a host from the **Musqueam Nation** will officially open the festival on Saturday, June 26 at **10:00am** at **Andy Livingstone Park** in downtown Vancouver. *"Through soccer, the VISF promotes peace, teamwork and intercultural celebration. The City of Vancouver is proud to host this fun and meaningful event,"* Mayor Robertson says.

The festival takes place from 11:00am to 9:00pm each day and coincides with round 16 of the FIFA World Cup on June 26, and Canadian Multiculturalism Day on June 27. Admission to the event is free.

A **fundraising launch party** will be held on **Friday, June 11th** at UBC Robson Square, 800 Robson Street, Vancouver, BC to co-fund expenses for the **Palestinian and Israeli** soccer teams to travel and play. A limited number of tickets to the gala will be available at www.visf.ca. Mayor **Gregor Robertson** is the special guest of the evening.

"Soccer is an amazing medium to build bridges between cultures and nations," says **Adri Hamael**, Festival Founder. *"On the soccer field, our differences melt away. There is no Arab and Jew, black and white, rich and poor. When the ball drops, nationality and color of skin do not matter anymore. We have one common goal: to win the game as a team."* **First Nations** and **homeless teams** from Vancouver will also participate.

Other festival highlights include globally inspired cuisine, a beer and wine garden, house DJ, wide-screen tournament TVs, a kid's play zone, games, and more. Thousands are expected to attend.

Founded in 2004 by humanitarian Adri Hamael, the VISF was formerly known as Wish Cup Soccer Festival. The VISF is a registered Canadian corporation and 1,000 athletes, volunteers, and officials produce the event.

Major sponsors include **CIBC (Lead Sponsor), University of British Columbia, Simpson Thomas & Associates, Nuba Restaurants, Switch United, Zip Car, Sony Style, Vancouver Park Board, NOVUS TV, The Marquis, Erdinger, Stiegl, and Sign Master Signs**. For more information, visit www.visf.ca.

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