



News Release
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BLACKBURN STAR LAUNCHES HIS OWN CHARITY

Blackburn Rovers' forward Jason Roberts will launch the Jason Roberts Foundation, on May 1 at Ewood Park, Blackburn, along with celebrity guests.

The Foundation will work with children and young people to use football as a route to become healthy, responsible and valuable members of society as well as creating a positive and optimistic focus for their lives.

Based on the success of the pilot scheme run by the premiership star in Stonebridge Park, Harlesden, Roberts - the only premiership player who comes from the island of Grenada in the Caribbean - will be running coaching clinics across the country later in the year, as well as in Grenada.

The pilot project in Harlesden, for the newly established Foundation, provided children and young people with football coaching, social and life skill training, improved self-confidence, improved fitness levels, and contributed to young people developing a healthy lifestyle. The project also addressed issues of social exclusion. These important life skills were achieved through one on one coaching with Jason Roberts and his qualified expert team that included his uncle and footy legend Cyrille Regis.

When the football season cools off during the summer, Roberts will be working in the heat when he travels to Grenada to run football clinics for over 250 children and young people in the Caribbean. Accompanied by Rovers' coaches,

Roberts will use the facilities of St George's University to coach the youngsters and pass on his famous premiership skills. St George's University is one of the largest universities in the Caribbean and offers advanced degrees in medicine, veterinary medicine and arts and sciences. It includes students and educators from more than 85 countries.

The launch event will take place on Tuesday 1 May, 6.45pm at the Red Rose Suite at Ewood Park and will include a charity auction featuring sports memorabilia such as Jason's semi-final signed shirt and many other items to treasure.

Guests in attendance will include Rovers' manager Mark Hughes, Chairman John Williams and Managing Director Tom Finn, plus Cyrille Regis. The High Commissioner of Grenada, Joseph Charter, will also be there to support the charity launch.

Jason Roberts comments:

"I am fortunate enough to be able to play in the premiership and do a job that I love. I feel it is my responsibility to share my expertise and knowledge to those less fortunate and to try and create a positive outlook in their lives.

"Through the power of football, I believe we can reach children and young people and get them to believe in themselves and to become the people they know they can be - both in the UK and in Grenada."

Dr. Charles R. Modica, Chancellor at St George's University comments:

"St George's University, Grenada, is delighted to support this excellent new initiative. I have met Jason Roberts and believe him to be an admirable role model for young people in Grenada, who seek to improve their lives through sport. We, at St George's, look forward to working with him to ensure the success of his new Foundation."

All profits from the evening will be donated to the Jason Roberts Foundation. Tickets cost just £10 and include a finger buffet. For more information please contact Jennifer Whalley at Blackburn Rovers on 01254 296 267.

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For more information contact:

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