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## **Jack Brewer Named Keynote Speaker at 3rd Annual Sport and Social Responsibility Summit in London**

*From London, JBF Worldwide will continue its global expansion initiatives as part of the JBF 1 World program*

### **FOR IMMEDIATE RELEASE:**

New York, March 16, 2011 – The Jack Brewer Foundation (JBF Worldwide) is pleased to announce that its Founder and Executive Director, Mr. Jack Brewer, has been invited to attend The Sport and Social Responsibility Summit as a keynote speaker on behalf of Peace and Sport “L’Organisation pour la Paix par le Sport”. The 3rd Annual Forum, presented by SportBusiness Group, will be held in London on Friday, March 18 and will focus on addressing the question, "How will the complex triangular relationship between sport, brands and social projects develop in the years ahead"?

This year's conference will bring together multiple prominent figures from the world of sport, brand marketing and the social sector for a series of speakers, panel discussions, case studies and networking opportunities all tailored to offer the latest knowledge and best practice to its delegates and establish initiatives for future success' as it pertains to social responsibility and sport.

As a keynote speaker, Mr. Brewer will address the topic, "Professional Athletes: Cultural Icons or Social Activists?" During this session, Mr. Brewer will share his first-hand experience in the professional sports world as well as his numerous philanthropic efforts, and analyze how current professional athletes can increase their social responsibility by using their fame.

This speaking engagement parallels with Mr. Brewer's ongoing efforts to pair professional athletes with various international field projects as part of the JBF 1 World initiative. In support of its ongoing mission to "promote and facilitate cultures crossing unexpected boundaries to increase understanding, tolerance and acceptance," JBF 1 World provides unique opportunities for professional athletes to participate in a series of outreach programs aimed to mobilize U.S. professional athletes behind global initiatives and sustainable social projects, using sport as a tool for social change.

Following the summit in London, JBF Worldwide will continue preparations for its many exciting upcoming global initiatives this spring. On Saturday, April 9, JBF Worldwide will travel to Monterrey, Mexico to participate in former National Football League (NFL) player Rolando Cantu's football camp in collaboration with the Inter-American Development Bank (IDB) for the second consecutive year. Mr. Cantu, the first Mexican born player to play in the NFL, was presented with JBF's 2010 Global Ambassador Award at this event last spring.

From Mexico, JBF Worldwide has recently confirmed a return trip to Africa in early May, where they will spend a week in Liberia focusing efforts on the nearly 50% of the population consisting of children 14 years old and younger by spreading awareness of peace through sport. Following Liberia, the group of professional athletes, JBF representatives and volunteers will venture to Malawi to continue their various ongoing economic, social and sports for development initiatives in celebration of The Jack Brewer Foundation's 5<sup>th</sup> Anniversary.

JBF 1 World recently returned from a historic trip to Beijing, China where Mr. Brewer led a delegation of NFL players on a groundbreaking journey to bring American football overseas in collaboration with NFL China, China World Peace Foundation, the U.S. Embassy in Beijing, Eli Klein Fine Art and Brewer Sports International.

JBF Worldwide and SportBusiness Group will be highlighting this year's Sport and Social Responsibility Summit via twitter throughout the week leading up to the conference as well as highlights throughout the day with the official hash tag for the Sport and Social Responsibility Summit, #ssrs2011. Be sure to follow @JBFWorldwide and @SBGEvents for coverage of the event. For more information on the Sport and Social Responsibility Summit 2011, visit [www.sportandsocialresponsibility.com](http://www.sportandsocialresponsibility.com).

### **About The Jack Brewer Foundation**

The Jack Brewer Foundation (JBF Worldwide) is a non-profit organization founded by five-year National Football League (NFL) veteran, Jack Brewer. JBF Worldwide is thoroughly dedicated to helping alleviate extreme poverty through its self-sustaining socioeconomic initiatives: Sports for Development, JBF/JBF Microfinance Program and the JBF 1 World program. JBF Worldwide focuses on the empowerment of women and children living within impoverished and underdeveloped communities through the implementation of initiatives that enable food security; provide access to educational resources; foster local enterprise; and promote peace and development through sport. For more information about The Jack Brewer Foundation, please visit [www.jbfworldwide.org](http://www.jbfworldwide.org).

### **About Peace and Sport "L'Organisation pour la Paix par le Sport"**

Peace and Sport, "L'Organisation pour la Paix par le Sport" is a neutral and apolitical international initiative. Peace and Sport puts sport and its structuring values at the heart of development projects led within communities in crisis around the world. With interventions in areas of post-conflict, extreme poverty or lacking social cohesion, Peace and Sport makes sport a vehicle for tolerance, respect, sharing and citizenship at the service of sustainable peace. Supported by governments, world sport governing bodies, international organizations, private sector leaders and international sports champions, Peace and Sport creates synergies between various stakeholders to carry out four types of action:

- The organization of an annual International Forum (the next Forum will take place in Monaco, from October 26th-28<sup>th</sup>, 2011)
- The development of a Resource Centre for sport and peace,
- The Peace and Sport Awards, to reward individuals and initiatives contributing to peace,
- Field projects in different regions of crisis in the world.

Peace and Sport currently operates local projects in the Ivory Coast, Burundi, Israel-Palestine, East Timor, Colombia and Haiti. For more information, please visit: [www.peace-sport.org](http://www.peace-sport.org).

### **About the Sport and Social Responsibility Summit**

Now in its third year and still with an unswerving focus on sport and business, the summit brings together leading figures from the world of sport, brand marketing and the social sector for a series of presentations, interactive discussions and case studies. Each is designed to equip delegates with the information and analysis needed to make informed decisions about social responsibility. For more information, please visit [www.sportandsocialresponsibility.com](http://www.sportandsocialresponsibility.com).

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