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PRESS RELEASE

JICA & SONY PUBLIC VIEWING IN GHANA 2010: FOOTBALL AGAINST HIV & AIDS

Accra: 10th June 2010

The Japan International Cooperation Agency (hereinafter “JICA”), and Sony Corporation (hereinafter “Sony”), a global leader in electronics and entertainment, are collaborating to provide world-class entertainment for Ghanaian football fans by providing an opportunity to watch the 2010 FIFA World Cup™, in 18 selected communities across Ghana on a large screen. The occasion will be used to provide basic information on HIV & AIDS through edutainment.

In Ghana, football is one of the most popular sporting activities and attracts huge audiences. However, many football fans will not be able to watch the 2010 FIFA World Cup™ matches live on TV, especially those residing in remote areas.

It is against this background that JICA and Sony are collaborating with the Planned Parenthood Association of Ghana, PPAG, and the Ghana AIDS Commission to conduct public screenings of the 2010 FIFA World Cup™ matches live in Ghana. By leveraging its technology and expertise, Sony will enable people living in remote areas to enjoy live matches on a large screen and to participate in the celebration of Africa’s first FIFA World Cup™.

The “**JICA & Sony Public Viewing in Ghana: Football against HIV & AIDS**” programme, to be held through June and July 2010, will present edutainment enabling audience participation to obtain information on the modes of HIV transmission, how to prevent contracting HIV, misconceptions about HIV & AIDS, and other related topics. Drama, dance performances and video previews, among other activities, will address issues of stigma and discrimination. Free HIV counselling and testing services will be offered for those willing to know their HIV status. Condom usage demonstrations and distributions will also be carried out.

The programme is organized by the Japan Overseas Cooperation Volunteers (JOCVs) with the support of PPAG, the Ghana AIDS Commission, and the Ghana Health Services.

The events will take place in the following venues:

- 13 Jun (Sun) Akosombo (Serbia vs Ghana)
- 15 Jun (Tue) Apeguso (Brazil vs Korea DPR)
- 18 Jun (Fri) Ayenyah (England vs Algeria)
- 19 Jun (Sat) Koforidua (Ghana vs Australia)
Asikasu (Ghana vs Australia)
- 21 Jun (Mon) Kusi (Spain vs Honduras)
- 23 Jun (Wed) Atuobikrom (Ghana vs Germany)

24 Jun (Thu) Akoase (Cameroon vs Netherlands)
26 Jun (Sat) Huntado (Round of 16)
27 Jun (Sun) Nkawie (Round of 16)
29 Jun (Tue) Betiako (Round of 16)
2 Jul (Fri) Moglaa (Quarter-final)
3 Jul (Sat) Tamale (Quarter-final)
Bungulung (Quarter-final)
6 Jul (Tue) Mbanayili (Semi-final)
7 Jul (Wed) Nwodua (Semi-final)
10 Jul (Sat) Ajumako (3rd Place)
11 Jul (Sun) Agona Swedru (Final)

JICA is committed to assisting developing countries in many areas of development including health, education, agriculture, governance, private sector development and attainment of Millennium Development Goals as prescribed by the United Nations.

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