

Yuwa and BookASmile take Indian girls' football team to FIFA Women's World Cup in France

- Six female footballers from Indian sport-for-good NGO Yuwa India supported by BookMyShow's charity initiative, BookASmile will travel to FIFA Women's World Cup (France) to participate in *Festival19*
- The streetfootballworld Festival19 will be a highlight at the FIFA Women's World Cup this year
- Jharkhand-based Yuwa, which is supported by BookASmile, is the winner of the 2019 Laureus Sport for Good Award presented by Arsenal legend Arsène Wenger, and uses football to empower girls to overcome violence and choose their own futures
- 'Football has taught me to love myself, has given me opportunities to earn and support my family by coaching, and has taught me how leadership isn't just about the glory, it's the sweat.' —Kalawati Kumari (Yuwa Festival19 trip leader)

Ranchi/Mumbai, June 24, 2019: On June 28, 2019 six female footballers from Ranchi will board a flight to Lyon, France to participate in streetfootballworld Festival19, a highlight of the FIFA Women's World Cup this year. The team from Yuwa, which is supported by BookASmile, have been invited as one of 40 other delegations from across the world representing leading 'Development through Football' organisations. The festival will run from June 29th to July 8th.

Yuwa's Festival19 team is backed by BookASmile, the charity initiative of India's leading entertainment destination BookMyShow. BookMyShow launched BookASmile in 2014 with a vision to support special causes and enrich the lives of the less fortunate across India through "Entertainment-led Experiences." BookASmile has been supporting Yuwa's football for empowerment programs since 2015.

Yuwa's women will be hosted by Sport dans la Ville during the FIFA Women's World Cup France 2019 for a festival of football, fair play and culture. The festival will feature a street soccer tournament played by 'football3 rules' designed to promote tolerance and youth leadership as well as an educational and cultural exchange programme. The festival will be organised jointly by streetfootballworld and Sport dans la Ville. The stars of the festival are 240 young people (aged between 15 to 18 years) from disadvantaged communities all over the world and who have earned their place on the pitch through their commitment to changing the world through football.

Yuwa's team, who are all coaches of girls as well as footballers themselves, will be leading a special workshop for all of the other delegations on gender equality through football, building teams and inclusive environments for girls.

QUOTES

"All my life, I've fought my family and their mindsets about girls playing football. I am a quiet girl who stays to myself, and my family never supported my traveling. But this time I'm excited because I made it here, and they are not stopping me. Yes I am a girl, so what? No one can stop me from playing the sport that has changed my life." (**Jiramani Kumari, 15 year old Yuwa team member**)

"Football is my passion. Playing through Yuwa has obliterated the belief that 'girls are a burden to the family' because now I am independent, empowered and a role model to the younger girls in my team. I believe all girls should be given a chance—trust us with our freedom and see how we change the game!" (**Asha, 17 year old Yuwa team member**)

"The streetfootballworld Festival19 at the FIFA Women's World Cup is a prestigious platform for women athletes the world over to be a part of and we are thrilled to be able to support the YUWA team to make this dream a reality. BookASmile has always strived to make available, varied sport offerings for the less privileged in a bid to promote

overall personality development and offer everyone an equal opportunity to be entertained. We believe that development through entertainment experiences is critical in shaping human lives and we are humbled to be able to offer the scope to these players at compelling international sporting events,” said **Farzana Cama Balpande, Head – BookASmile.**

About Yuwa

Yuwa is an internationally acclaimed non-profit organization based in Jharkhand which enables girls to take their futures into their own hands. By bringing vulnerable girls out of isolation and into a positive team environment, Yuwa combats child marriage, gender-related violence, and human trafficking. Yuwa’s intensely participatory model builds confidence and powerful belief changes.

Yuwa creates a culture of empowerment through:

- A college-preparatory girls’ school for 105 students
- Daily football practices for over 470 players
- Life-skills workshops, every week for all players
- Leadership development through coaches’ training for 43 local teenage coaches—90% of whom are young women

Yuwa’s programmatic depth results in life-changing impact for each participant, enabling them to break out of the cycle of poverty—permanently. Yuwa’s football players have been invited to speak about their experiences of changing their lives through football at TEDx, Microsoft headquarters in Seattle, IIM and other universities across India, and conferences in Europe and North America.

The future of Yuwa: Yuwa’s vision is to support India’s future female leaders by building a Yuwa Centre providing a world-class education to 300 girls, daily football practices for 1500 girls, and supporting smaller village bases throughout the eastern region.

About BookASmile

India’s leading entertainment destination BookMyShow launched its charity initiative BookASmile in 2014 with a vision to support special causes and enrich the lives of the less fortunate across India through entertainment-led experiences. BookASmile invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Cinema, Sport, Theatre, Music & Arts. The BookASmile initiative has been integrated within the BookMyShow App and website. With BookMyShow’s vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit www.bookmyshow.com/donation/

About Festival19 Organisers

- **streetfootballworld** is the home of a global network of over 100 independent organisations that use football to help young people to change their lives and their communities. Through their global network, streetfootballworld empowers nearly 1,200,000 disadvantaged young people every year.
- **Sport dans la Ville** is the most important organisation of professional integration in France. The totality of the programmes implemented by the Sport dans la Ville aims at facilitating the social and professional integration of 6,500 young people registered in 40 sport centres in France. The streetfootballworld Festival 19 will be a highlight of this year’s FIFA Women’s World Cup France 2019.

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