

VISF 2014 Official News Release
For Release Immediate
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Cultures Unite at the 10th Annual Vancouver International Soccer Festival and Tournament (VISF) : VISF 2014 will Coincide with 2014 FIFA World Cup Brazil™ Finals!

VANCOUVER, BC, CANADA – The Vancouver International Soccer Festival (VISF) is lacing up to kick off its 10th year on **Friday, Saturday and Sunday, July 11-13, 2014** when hundreds of athletes, officials, and volunteers will descend on Andy Livingstone Park in Vancouver for a tournament that promotes inclusion, respect, and equality.

The VISF is a 7-on-7 World Cup-style soccer tournament that brings together up to 36 men's and co-ed soccer teams and players from Canada, the U.S.A., local international schools, and multi-cultural communities to celebrate "the beautiful game" and showcase diversity and cultural harmony.

Elders from the Musqueam Nation (VISF Host First Nation) will officially open the festival on **Friday, July 11 at 7:00PM** at **Andy Livingstone Park** in downtown Vancouver. Ambassador Ernesto Otto Rubarth - **Brazilian Consul General in Vancouver** will attend the festivities and welcome guests on **Saturday, July 12th at 12:30 PM**

Admission to the festival is free! It takes place **from 10:00am to 8:00pm on both Saturday and Sunday**. In addition to exciting soccer action, festival highlights include globally inspired cuisine, a beer and wine garden; house DJ, wide-screen tournament TVs to watch the **2014 FIFA World Cup Brazil™ Finals, and much more**

The Vancouver International Soccer Festival has aimed to include fair trade products wherever possible. All matches will be played with Fairtrade certified soccer balls, and various Fairtrade certified food and beverage options will be available to participants. As a result of these efforts, VISF has been recognized by Fairtrade Canada as **one of the first Fair Trade Accredited Sporting Events in Canada**, meaning fair trade goods were specifically chosen over conventional products.

The principles of fair trade and the Fair Trade City designation held by the City of Vancouver align with the values of inclusion, equality, and respect that are espoused by the Vancouver International Soccer Festival.

"Soccer has an incredible power that can be used to make this world a better place. We work within this powerful platform to promote peace, equality, health, and education for everyone," says Adri Hamael, the Founder and Executive Director of VISF and the One Team for Peace Society.

Major sponsors include: **Citizenship and Immigration Canada, Simpson Family Foundation, University of British Columbia, Simpson Thomas & Associates, Switch United, Blue-Print Canada, and NOVUS TV.**

For more information, visit www.oneteamunited.ca

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