



Press Release: International Women's Day, March 8, 2017

Postobón, Nike, and Coaches Across Continents (CAC) are proud to announce our partnership using the power of sport to impact thousands in Colombia. The project centers on *ASK for Choice: Women, Sport and Reconciliation* educating Colombian leaders in CAC's award-winning Sport for Social Impact curriculum and proven Self-Directed Learning methodology. We have collectively identified three Community Based Organizations in Bogotá for the launch of these year-round partnerships. The project leverages the expertise and resources of Postobón, Nike, and CAC to achieve comprehensive, locally owned, and sustainable social change.

CAC empowers communities around the world to choose their own futures. Their global team of experts facilitates the delivery of strategic resources that enable local leaders to Design, Develop, and Implement social impact movements. From gender equity to child rights to conflict prevention, CAC is committed to helping our partners create legacies of social justice.

Founded in 2008, Coaches Across Continents has received over 20 Global Awards for our work on six continents and our methodology has been published in *Soccer and Society*. To date CAC has certified and educated 18,300 leaders and directly impacted over 2.5+ million children.

Nike has historically supported organizations serving youth and their communities through special programs related to sports. Nike believes in the power of sport to move the world and unleash human potential. However, the world is moving less and less, and today's generation of children is the least physically active ever. That's why Nike works to get kids active early and for life, because active kids are happier, healthier and more successful. Nike also supports important causes that strengthen communities across the globe.

Postobón is the leading non-alcoholic beverage company in Colombia. It has 113 years of history and has always been committed to the progress of the country. The company deeply believes that sports and physical activity can be tools for social transformation which is why Postobón has always promoted sports and through it, values, tolerance and education. In 2015, the company created Talentos Postobón, a program for developing young talented athletes. Talentos Postobón supports 22 athletes in areas such as competition related travelling, education, coaching and nutrition, among others, in order for them to succeed in their discipline and become role models for next generations. For more information visit www.postobon.com.

This is the first year of a multi-year partnership between Postobón, Nike, and CAC in Colombia.

