



Safari



Lacoste and Sport Impact announce the launch of the “Play, Learn & Thrive Collective” programme in Africa

Dakar May 25, 2022 – Lacoste and Sport Impact are joining forces to launch the “Play, Learn & Thrive Collective” programme which aims to use sport as a powerful tool for education, social inclusion and professional integration in Africa.

The two entities support local organisations in the development of programme combining sport and education. This collaboration includes a progressive development of the “Play, Learn & Thrive collective” programme by 2026 in 5 countries on the African continent where the Lacoste brand is currently present with its local partners. In 2022, two initial projects are planned in Morocco and South Africa.

The “Play, Learn & Thrive” programme will make it possible to implement various initiatives to make equal opportunities a reality for young people:

- social integration through sports lessons and participation in tournaments in disadvantaged areas;
- sustainable schooling by combining sports activities with an educational and personal development programme;
- a professional integration programme in close collaboration with Lacoste's partner in each of the target countries.

Alexandra Van de Vyvere, Director of the Lacoste Foundation: *“Dedicated to the social and professional integration of young people in vulnerable situations, the Lacoste Foundation aims to help them develop their full potential. Thanks to this programme combining sport and education, these young people will be able to acquire the soft skills that will be useful throughout their lives – as well as the technical skills necessary for their future professional integration.”*

Nelson Camara, Executive Director of Sport Impact: *“The deployment of this inclusive programme is in line with our mission to democratise the use of sport in response to the continent’s economic and societal challenges. We are therefore very happy to begin this multi-year and multi-country collaboration with the Lacoste Foundation.”*

In Morocco, the organisation TIBU Africa has been selected to implement the “Play, Learn & Thrive collective” programme with its beneficiaries. 90 young people will be supported in regular tennis practice to develop their academic and social integration skills. At the same time, a professional integration programme will be carried out by the Safari Group –

Premium Retailer, distributor of the Lacoste brand in the Kingdom - to support 10 young adults in developing their technical skills and access to employment.

A programme following the same philosophy will be launched in South Africa, in the Soweto district of Johannesburg by the end of 2022.

About Sport Impact: Based in Dakar, the Sport Impact structure leads the pan-African Sport en Commun platform, initiated by the French Development Agency and whose mission is to promote the support and funding of projects related to development through sport in Africa.

About Lacoste and its Foundation: Lacoste is an international brand of the MF Brands group, established in 98 countries, through a network of 1100 shops. Created by René Lacoste in 1933 to liberate movement through collections at the crossroads of sport and fashion, the brand has relied since 2006 on the strength of the Lacoste Foundation to make equal opportunities a reality throughout the world. It supports the social and professional integration of disadvantaged or disabled young people as well as the improvement of living conditions in local communities through projects in the fields of education, the environment and health.

About Safari: A major player in premium retail in Morocco, Safari has forged a strong identity over the years, alongside renowned brands. Having opened the first Lacoste shop in Morocco in 1994, the Safari network now has nearly 40 single and multi-brand shops of various international brands: Lacoste, Gant, Longchamp, Le Coq Sportif, Triumph, Cat, Step In. Safari shares its retail expertise through the Lacoste Foundation, Sport Impact and Tibu by providing young people seeking social and professional integration with the keys to their success.

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