

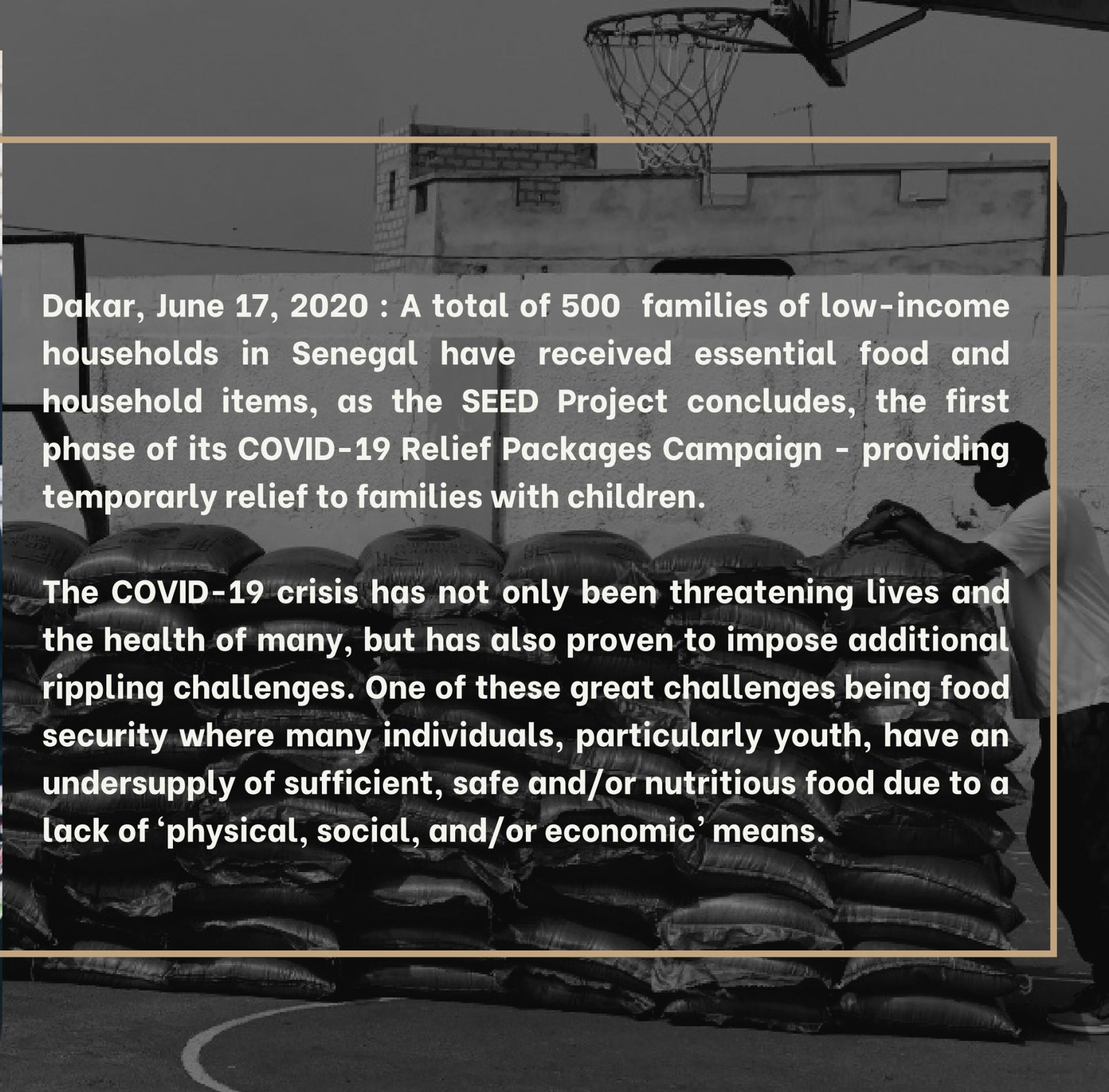


SEED GIVES COVID19 RELIEF PACKAGES CAMPAIGN



Dakar, June 17, 2020 : A total of 500 families of low-income households in Senegal have received essential food and household items, as the SEED Project concludes, the first phase of its COVID-19 Relief Packages Campaign - providing temporarily relief to families with children.

The COVID-19 crisis has not only been threatening lives and the health of many, but has also proven to impose additional rippling challenges. One of these great challenges being food security where many individuals, particularly youth, have an undersupply of sufficient, safe and/or nutritious food due to a lack of 'physical, social, and/or economic' means.



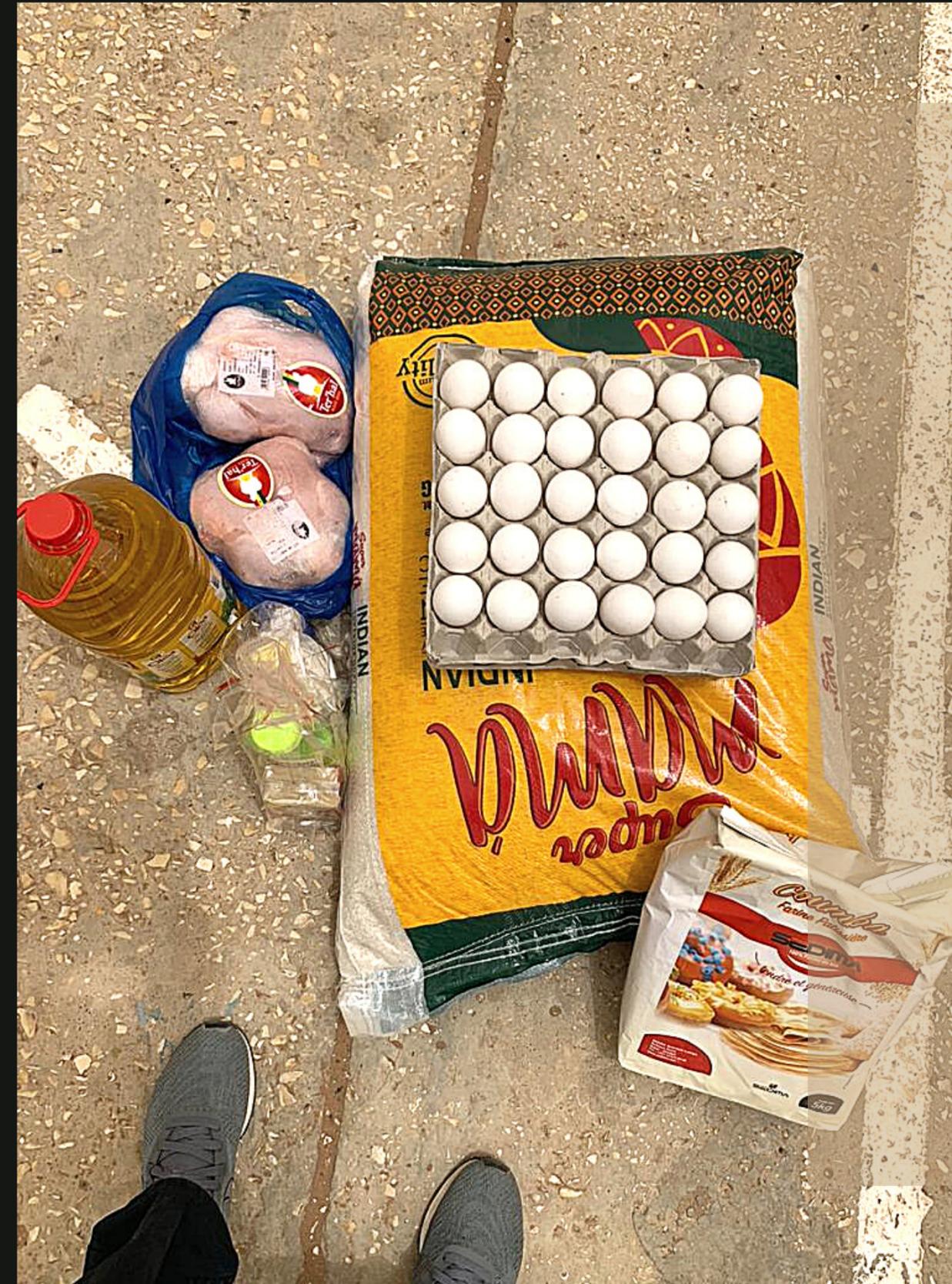


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OVER 3,500

**PEOPLE IN SENEGAL SUPPORTED WITH ESSENTIAL FOOD AND
HOUSEHOLD ITEMS AMID COVID-19 CRISIS.**

“With schools now closed in Senegal a livelihoods being compromised, SEED Project is conscious of a double negative impact the COVID-19 crisis has on vulnerable populations concerning access to food” stated SEED Project President Joseph Lopez, “embarking on this COVID-19 Relief Packages Campaign to supply essential household survival items such as pasta, rice, sugar, cooking oil, eggs, chicken and flour is by no means a solution, but it does provide much needed temporarily relief, which can make all the difference to families”.



5 Towns 500 Families

Thies
Tivaouane
Pire
Saint Louis
Dakar (Yeumbeul)





Led by former SEED Academy students, a total of about 25 SEED alumni embarked on the relief campaign in the five towns Thies, Pire, Saint Louis, Tivaouane and Yeumbeul.

“All of us are originally from one of these towns, and SEED Project had helped educate, equip and empower us to have more opportunities. I personally transitioned to received my bachelor’s degree in the US and now I’m a professional scout for the Denver Nuggets.”, said SEED Alumnus Dethie Fall, “It’s important to us Alumni that we re-assure the disadvantaged groups of the greater SEED Community that they are not left behind, they are not forgotten – with SEED, we will always come back and do what we can with what we have”.



In addition to the food items, SEED COVID Relief Packsacks include cleaning products, reminding populations of the increased importance of hygiene and sanitation practices, during the COVID pandemic.

The Campaign has been entirely funded through donations by “SEED friends”, SEED Alumni and private corporations including Senegal’s SEDIMA Group.

**With a direct target of 500 families,
an estimated 3,500 people,
including children and youth have
been directly impacted.**



TO BE CONTINUED.





ABOUT SEED PROJECT: The Sports for Education and Economic Development (SEED) Project is an international non-government organization that believes that every youth in Africa deserves the right to be supported so they can reach their full potential. Using sport as a catalyst, SEED exists to educate, equip, and empower youth from around Africa with the right tools so that they, in turn, can become active actors of development on the African continent. The primary beneficiaries of SEED are marginalized youth between the ages of 5-19.

SEED Project provides supplementary alternative learning experiences including the power of engagement in sports, tutoring and life skills development to maximize school enrollment, retention and graduation rates. SEED strives to create and deliver dynamic programs to inspire change and empowerment (including responsible citizenship) within the demographic of Africa's youth and in their communities.

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THANK YOU

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