



For Immediate Release

Save the Dream Launch Song for Refugees

Senegalese singer Youssou N'Dour debuts charity single for refugees at sport event in New York City

Fundraising will go towards sports projects to help young people and refugees in Algeria, Djibouti, Lebanon and Kenya

3 November 2015; Save the Dream, in partnership with renowned Senegalese singer and political leader **Youssou N'Dour**, has launched a new single at a spectacular event in New York aimed at promoting hope and peace through sport to raise awareness for the plight of young refugees.

The song, titled **Save the Dream**, was written with the main aim to raise funds to restore access to sport for displaced children in affected refugee communities.

Save the Dream, an initiative which works to empower and inspire youth and communities through the values of sport, launched the song in Times Square, where it was performed live for the first time by **Youssou N'Dour** in front of hundreds of local children, sports stars, artists and Save the Dream ambassadors who were there took part in a day of sporting activities.

Building on worldwide Save the Dream projects, which already includes work in India, Brazil, Italy, Haiti, Latin American countries and the whole Mediterranean Basin, funds raised by the song will be used to implement sports-related projects in refugee camps and communities in many countries all around the world such as Algeria, Djibouti, Lebanon and Kenya, which have been identified by Save the Dream in consultation with United Nations agencies.

Speaking on stage in Times Square, **Youssou N'Dour** said:

"Like music, sport plays a special role in the lives of many people around the world. It inspires, excites, educates and gives hope to those who have experienced hardship in their lives. It brings people together, it unites nations.

"Collaborating with Save the Dream means a lot to me and has provided this special opportunity to harness the power of sport and music and to raise funds for an important cause which will make a real difference to the lives of many young people. I hope the Save the Dream song captures the hearts and minds of people around the world and helps more children to play access sport!"

Youssou N'Dour was joined on-stage, for the performance, by Save the Dream Ambassadors, including Alessandro Del Piero, Giusy Versace, Djorkaeff, Fernando Hierro, Penny Heyns and Fernando Sanz, as well as hundreds of local children, sports stars, artists and officials.



Save the Dream Ambassador and international football star Alessandro Del Piero added:

“When young people play sport, it provides significant benefits; it can break down barriers between communities and aid in socioeconomic development. For millions of children displaced by war, famine and threats to everyday livelihood, sport can provide an important path to inspire and provide hope.

“That is why initiatives such as Save the Dream’s are so important in raising awareness for those children adversely affected. We can demonstrate through actions and words that if you can play sport in the middle of New York City, in the poor areas of Delhi and in earthquake-affected Haiti, then you can play sport anywhere and I urge people everywhere to buy the song and raise much-needed funds for young refugees.”

Mohammed Hanzab, President of the International Centre for Sport Security, which established Save the Dream, said:

“We have all been touched by images of refugees who have been forced from their homes and are struggling to come to terms with their new circumstances. What has been particularly difficult to witness is the plight of the children, who through no fault of their own, have had their lives destroyed and their innocence lost as a result of conflicts beyond their control.

“We hope this beautiful song composed exclusively for Save the Dream helps to draw the world’s attention to their plight and gives ordinary people an opportunity to make a difference to the lives of these young refugees. We believe sport can make a difference to improve the wellbeing of children everywhere and we urge citizens of the world to buy Youssou N’Dour’s wonderful song and help us raise funds for this important cause.”

>>ENDS<<

Notes to Editors

Save the Dream, after the name of the programme, the charity single by Youssou N’Dour can be purchased through <http://www.save-the-dream.org/stories/save-the-dream-song-by-youssou-ndour>

All proceeds from this song will go towards Save the Dream’s work to restore access to sport for young refugees.

BACKGROUND INFORMATION

About Youssou N’Dour



Youssou N'Dour is a Senegalese singer, songwriter, politician and political activist who is a leading proponent of World Music, based on the traditional rhythms and sounds from his homeland.

As a politician he has held posts as Senegal's Minister of Tourism and Culture and Tourism and Leisure and his humanitarian work has seen him headline the 1988 Amnesty International 'Human Rights Now' tour and perform as a goodwill ambassador for the United Nations Children's Fund (UNICEF) and the United Nations Food and Agriculture Organisation.

About Save the Dream

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Working on a global scale with leading organisations across sectors, Save the Dream implements and inspires activities to empower youth and communities through sport, while promoting inter-cultural dialogue and social innovation through the power of its values.

Save the Dream is also actively engaged in programmes protecting youth from misconducts happening sport such as violence, corruption and discrimination.

Save the Dream is an initiative of the International Centre for Sport Security (ICSS) in partnership with the Qatar Olympic Committee (QOC), supported by technology partner Ooredoo.

For more information, please visit <http://www.save-the-dream.org/>

About the International Centre for Sport Security (ICSS)

The ICSS is an international, independent and not-for-profit organisation. With an aim to improve security, safety and integrity throughout the world of sport; the ICSS works with governments, federations, clubs, leagues and event organisers.

The ICSS provides expertise, services and global knowledge - advising on event and venue safety, strategic security and investigations into corruption in sport.

For more details please visit www.theicss.org or follow us on twitter at [@The_ICSS](https://twitter.com/The_ICSS)

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