



NORTH BAY VILLAGE
HEART OF THE BAY

North Bay Village

1666 Kennedy Causeway, Suite 300 North Bay Village, FL 33141
Tel: (305) 756-7171 Fax: (305) 756-7722 Website:
www.northbayvillage-fl.gov

FOR IMMEDIATE RELEASE

May 18, 2024

Contact: Julie Leonardi

Director of Communications

786-510-8521

JLeonardi@nbvillage.com

North Bay Village and global non-profit Football for Peace host Argentine Soccer Star Javier Mascherano and NFL Super Bowl LIV champion Rashad Fenton at soccer and flag football program aimed at addressing social values, life skills and environmental issues

- *Fenton, who won the Super Bowl LIV with the Chiefs in 2020, hosted a flag football clinic alongside 100 kids, coaches, members of the community and former soccer players*
- *The former captain of the Argentine national team and winner with FC Barcelona of two UEFA Champions League titles and two FIFA Club World Cups spoke to more than one hundred kids of the area*
- *North Bay Village and Football for Peace signed a Memorandum of Understanding to implement the Most Valuable Peacemaker Program*

North Bay Village, FL – North Bay Village’s thriving youth sport program reached even greater heights – allowing over 100 kids to take lessons from the pros with a special soccer and football clinic held recently. In addition to playing sports with coaches’ guidance, the children participated in various talks, including from NFL Super Bowl LIV champion Rashad Fenton and North Bay Village Mayor Brent Latham.

Followed by the clinics, a “waterside” panel at Shucker’s Waterfront Bar & Grill in North Bay Village took place with the participation of Mayor Latham, FFP Co-founder Kash Siddiqi, the Chief of Marketing and Community Officer of the Miami Host Committee for the FIFA World Cup 2026, Janelle Prieto, and the Director of the FIU Institute of Environment, Dr. Todd Crowl.

“Youth sports are all about investing in the future of our kids, both on and off the field,” said North Bay Village Mayor Brent Latham. “The goal is to bring kids together from diverse backgrounds across the South Florida region to learn more about different cultures, peace and their relationships with water. We’re thrilled to partner with Football for Peace and other high-profile athletes to bring this opportunity to North Bay Village to share with the next generation of youth, and to cement this partnership through Football for Peace’s programs, which will ensure kids in North Bay Village have similar access for years to come. The kids couldn’t be happier.”

The event, hosted in partnership with global nonprofit Football for Peace (FfP) – who are pioneering sports diplomacy & grassroots initiatives by leveraging the power of both ‘The Beautiful Game’ & American Football to tackle pressing issues. The partners joined forces alongside the Maryland Sports Commission, to launch FfP’s Most Valuable Peacemaker (MVP) program. The yearlong initiative attracts 300 youth, which is underway in Maryland, MD, involves educational sessions to youth with athletes, legislators, academic and environmental advisors about sports, social values, unity, and the world’s most pressing challenges such as environmental preservation.

The unique program has been executed internationally and is set to rollout across host cities of the next FIFA World Cup 2026. As part of the campaign, there is an opportunity to explore potential locations in the Village area to create a sustainable soccer pitch on the ocean where MVP programs can be delivered.

“This activation is the continuation of a 10-year journey for FfP which started with the vision of using the world’s most popular sport as a platform to tackle some of the most pressing issues faced by communities around the world,” said Football Diplomat, Co-founder of Football for Peace and former international soccer player, Kash Siddiqi. “We thank Mayor Latham for his support and commitment to sport for development. Sport is about unity, and we are proud to use this opportunity to announce a Memorandum of Understanding with North Bay Village and the Maryland Sports Commission.”

In March 2024, FfP kicked off at the National Mall in Washington, D.C., its Rehydrating The Earth campaign, a 10-year initiative that uses the power of football and soccer to highlight tackle water issues worldwide and upskill youth.

FfP’s initiatives have been previously supported by the U.S Department of State, U.S. Congressional Soccer Caucus, Ambassador Rashad Hussain who serves as the U.S. Ambassador-at-large-for International Religious Freedom, as well as DMV’s professional athletes and local heroes such as NFL All-Pro former Washington Commanders Cornerback Josh Norman, North Bay Village Mayor Brent Latham, and the President of the Maryland Sports Commission, Terry Hasseltine.

In nearly six years as Mayor of North Bay Village, Latham has made universal access to youth sports and recreation his top priority, working to provide enriching experiences that encourage physical fitness, teamwork, and discipline. The clinic and partnership come on the eve of the launch of a new North Bay Village community center and sports complex in partnership with the Argentine Football Association <https://northbayvillage-fl.gov/nbvcommunitycenterandparkproject/> set to break ground this summer.

North Bay Village offers both a competitive soccer program and free weekend program. The competitive recreational soccer program for kids 5-14 every Tuesday and Thursday at TIES athletic field.

For the 2023-2024 school year, Mayor Brent Latham sponsored Saturday Morning Soccer that’s completely free for residents and TIES students. The alliance with Football for Peace promises to extend and guarantee free access to soccer in the community for years to come.