

Geneva, 21<sup>st</sup> January 2021

## Press Release

### The FBA and Coaches Across Continents Join Forces Through Educational Partnership

The Football Business Academy and Coaches Across Continents have entered into an agreement that will see the Swiss educational institution collaborate with the award-winning non-profit.

*“Coaches Across Continents is excited about our official partnership with The Football Business Academy. Having opportunities to work with their Candidates will benefit our Creating Legacies 17 brand that works directly with major entities including the Asian Football Confederation, Bloomberg, CONCACAF, Nike, Pathfinder Foundation, and the United Way. We first met at a Soccerex event and had our first successful internship this past year. We look forward to many more positive exchanges in 2021 and beyond.”*

- *Brian Suskiewicz, Chief Executive Strategist, Coaches Across Continents*

*“We are pleased to now officially welcome Coaches Across Continents into The FBA Family. The impact they’ve generated over the years and across the world has been incredible, and it encourages us to see how FBA Candidates can support their great team and partners as part of ongoing developments. CAC offers a great environment for challenge-based learning which can quench the thirst of those who are most passionate about social impact through football.”*

- *Kristian Dobrev, Chief Partnerships Officer, The FBA*

The Football Business Academy is delighted to announce a new partnership with Coaches Across Continents. The basis for all of Coaches Across Continents' work across the globe is based on the value of equal human rights, and that everyone should have the opportunity to learn and choose their future. Since their founding in 2008, the organization has grown to impact the lives of millions of kids around the world through different programs, notably Purposeful Play and Education Outside The Classroom.

By working with different stakeholders, CAC applies its methodologies to address the UN Sustainable Development Goals and key local issues such as gender equality, social inclusion, financial literacy, environmental protection, conflict prevention and much more.

Through this partnership, those enrolled in The FBA's Professional Master in Football Business will have the opportunity to learn from CAC through internships and specific projects and, by doing so, provide new ideas and perspectives that go hand in hand to support the organization's activities and partners.

## **ABOUT COACHES ACROSS CONTINENTS**

Coaches Across Continents is the only global NGO providing year-round resources through two brands and four divisions. It works with corporations, governments, foundations, and community-based organizations to Create Legacies based on the UN Sustainable Development Goals. CAC's Creating Legacies 17 brand has two divisions:

"CL17 Innovate" creates Corporate Social Purpose and Cause Marketing legacies for corporations and foundations.

"CL17 Influence" advises governments, confederations, global NGOs, policy makers, and key donors to create their global legacies and design policies.

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## **ABOUT THE FBA**

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to accelerate the professionalization of the football industry and develop future leaders in the game. Founded in 2017, its flagship program – the Professional Master in Football Business – was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Club Nacional de Football, Benfica, streetfootballworld, Portland Timbers, EFDN, and Beko.

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