

Minister Bellingham Meets with Shoe4Africa, Promotes Sport is GREAT

23 March 2012

Shoe4Africa, headquartered in New York, is a charitable organisation that promotes sports and education to empower people across Africa.

During his recent visit to New York on 6 March, the [Rt. Hon. Henry Bellingham, MP](#), Minister for Africa, met athlete and philanthropist Toby Tanser and American actor Anthony Edwards to discuss the work of their charity [Shoe4Africa](#) and the role of sport in the [GREAT Campaign](#).



Shoe4Africa, of which Tanser is the founder and CEO, uses sports and education to empower people across Africa to change their lives for the better. The organisation promotes active lifestyles through distributing sport shoes and engages with communities on HIV/AIDS awareness, education, women's empowerment and peace. Kenya is their main area of focus.

“Shoe4Africa initiatives are making a real change to the lives of people across Sub-Saharan Africa,” said Bellingham. “I am pleased to connect this charity with UK businesses in Kenya to help with Shoe4Africa's impressive project of building the first public children's hospital in Africa.”

The Minister emphasized the important role that sport has in encouraging people to lead healthier lifestyles. Since the town of Eldoret is known for providing many talented Olympic runners, Mr. Bellingham also underscored the UK's commitment to sport in the run up to the 2012 Olympics and beyond through the GREAT campaign, which is showcasing Britain's strengths and attributes.

“With the London 2012 Olympics quickly approaching, it was a wonderful opportunity to meet with Minister Bellingham and highlight why the UK is a GREAT place for sport” said Edwards. “The Olympics will be fantastic – London is one of my favourite cities.”

Shoe4Africa wants to bring Kenyan communities together, not only to promote health awareness but also to provide them with medical care. Their project to fund and build the first public children's hospital in Africa will serve the surrounding community to reduce high child mortality rates in East Africa.

“The UK and the US have a special relationship, and we look forward to the possibilities of partnering with UK businesses and organisations in Kenya on this project, said Tanser. “The word ‘shoe’ in ‘Shoe4Africa’ is about moving forward, and sport is a GREAT way to engage the Kenyan communities on empowerment and healthy lifestyles.”

The GREAT Campaign, announced in September 2011 by Prime Minister David Cameron in New York, encourages the world to take a fresh look at everything Britain has to offer.

Britain is one of the very best places in the world to visit, live, work, study, invest and do business, and the GREAT Campaign highlights several areas of British excellence, including: Technology and Innovation, Entrepreneurship, Creativity, Knowledge, Green, Heritage, Sport, Shopping, Music and Countryside. Click [here](#) for more information about why Britain is GREAT.