

MKB

KICK OFF: PRESS RELEASE

MONDAY 14TH JANUARY 2007

For immediate release

MOST KICKED BALL

A UNIQUE GRASS ROOTS TO GRASS ROOTS CHARITY CONCEPT



LET THE CHARITY SEASON COMMENCE

MKB is a unique 'grass roots to grass roots' charity concept and a mission to create the most kicked ball in history. Individuals, businesses, pop stars, celebrities, and footballers alike are already lining up to kick what could potentially be the most famous, well-travelled football in the world.

KICK OFF

MKB is auctioning the **FIRST EVER KICK** of the ball to the highest bidder on eBay. **100% of your bid will go to charities** nominated by you and other kickers via our online charity league.

Listing starts on Thursday January 17th closing on Sunday January 27th.

HOW IT WORKS

- You pay to kick the ball. How much you pay is up to you.
- You nominate and vote for a charity in the online MKB charity league.
- 100% of all donations go to charity.
- The website features news, fixtures and fun video updates, Inc 'kick of the month' and an MKB roll call.

BACKGROUND

Creator and Referee for Most kicked Ball is 39-year-old Blake McGrow. Blake grew up in the northern town of Barnoldswick, Lancashire, but has spent the last 12 years in London, currently living in South Croydon.

"I am probably the only person in the country to be inspired by England's defeat to Croatia and failure to qualify for Euro 08. The depression left me thinking about football in general. I recalled the story of British and German soldiers in WW1, and how they stopped shooting each other on Christmas Eve to have a game of football. It seems the only time the whole world unites together and plays by the same rules is over a little round inflated ball. So I decided to buy one and I am inviting everyone in the UK to have one kick..."



"It's a unique 'grass roots to grass roots' concept, and a fun & rewarding way of fundraising. It's democratic and a level playing field, where everyone is equal, reflecting what has always been the people's game..."

"I invite everyone to please vote with your feet. You'll get a kick out of it".

CONTACT

Full resolution photos available to download on the website

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