



PRESS RELEASE

WMAGC DIRECTOR CO-FOUNDS GLOBAL INITIATIVE CARL EMERY AND BILLY MURRAY ESTABLISH “KICKBOXING FOR PEACE”

April 17, 2008 Geneva, Switzerland – The World Martial Arts Games Committee (WMAGC) is pleased to announce that WMAGC Director Carl Emery has been instrumental in establishing the ‘Kickboxing for Peace Initiative’ with long-time friend Billy Murray. The official announcement took place at the UNICEF Headquarters in Geneva, Switzerland and both gentlemen were joined by array of diplomats, senior politicians and international press. Irish President Mary McAleese sent a personal message of support to the launch. The initiative, which was conceived by Emery and Murray in Belfast years ago, will promote peace and understanding for children around the world through sport. It will bring together leading groups involved in martial arts and combat sports across Europe and organise inter-community meetings and/or international events including competitions, training, courses, trips and demonstrations.

The launch was opened by the UNICEF European deputy director Mr Hans Olsen at their headquarters in Geneva. The Irish and British ambassadors were present as well as the current and past British consul generals. There were also representatives from the Swiss and other governments.

“The letter of support and endorsement from President McAleese was a surprise and also meant a great deal”, said Carl Emery, co-founder of the initiative and WMAGC Director, “This programme is about kids – helping them, offering them a future. I get so annoyed when I read all about how bad kids are, how they are the doomed generation. You get any kid, no matter how troubled or damaged or in fact out of control, get them into a gym, on the programme and we guarantee to offer them fresh hopes and perspectives and turn out a very different child. It has worked in the past and will work in the future.”

The “Kickboxing for Peace” initiative is spear-headed by Carl Emery and Billy Murray. Further information on Kickboxing for Peace can be found at www.kickboxingforpeace.com.

The World Martial Arts Games Committee (WMAGC) is a non-profit society formed in August 2005. It is the supreme authority of the World Martial Arts Games Movement. Its role is to promote top-level sport as well as sport for all in accordance with the World Martial Arts Games Charter. It ensures the regular celebration of the World Martial Arts Games and strongly encourages appropriate sports ethics and the protection of athletes. The WMAGC is an active international member of TAFISA, an IOC recognized Multi-Sport Organisation.

Further information about the World Martial Arts Games Committee and the 2008 World Martial Arts Games can be obtained by visiting the WMAG website at www.worldmartialartsgames.com.

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