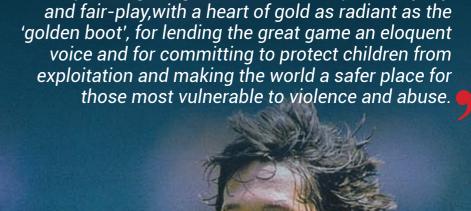


paign warning supporters of the risk of inadvertently having paid-for sex with children 17 and under, believing them to be older. Ahead of the World Cup in the Summer of 2014, the first It's a Penalty Campaign was launched to prevent the exploitation and abuse of children on-theground in Brazil.



for upholding the greatest values of sport – loyalty



IT'S A PENALTY

ITS A PENALTY

m proud to be involved

make a difference Gary Lineker



A HEART OF GOLD AS RADIANT AS THE 'GOLDEN BOOT'

pitch as one of England's top scor- scoring rates of any striker. He also child in question. ers in international football, winning the golden boot at the 1986 World Cup final. Linekar was born in Leic- out ever receiving a red or yellow to understand this grave social evil ester, and as a young man, he was card in any game. equally talented at both cricket and football. For several seasons, he it was time now for a more effeccaptained the Leicestershire youth tive role in perhaps a bigger game! cricket teams. At one point, he A subject which is difficult for many thought he might try to specialize in cricket, but in 1976 he joined his ploitation. The "It's a Penalty" Camteam and made steady progress exploitation across the world by through the ranks and from there on harnessing the power of sport to do he has never looked back!

Cup finals, Linekar became a household name in one of England's most Cup winner Francois Pienaar, treble in Mexico. In the 1990 World Cup, legend Usain Bolt and British ath-Linekar was again instrumental in leading England to the semi-finals – their best perform ance since 1966.

achieved a rare and honorable feat of finishing his playing career with-

Once he bade adieu to the game, to discuss – that of child sexual exso. The campaign has been spear-Fast forward to the 1986 World headed by Lineker himself with support from other big names like Tani Grey-Thompson, to whom this award is given in recognition of the

to the cause and the work It's a Penalty does in helping break-thetaboo around child sexual exploitation and enables those who believe a child is in immediate danger to act Gary Linekar retired from the soccer national career with one of the best positively in real time to protect the

Let us trace the roots of It's a Penalty. This would definitely help more thoroughly.

Happy Child International, founded over 23 years ago, rescues, rehabilitates and reintegrates children at risk and places them back into education, family life and the community in Brazil. In 2011 the Happy local team, the Leicester City youth paign exists to counter child sexual Child team on the ground in Recife, northeast Brazil, became increasingly aware of street-connected children being commercially sexually exploited. With the 2014 World Cup in Brazil steadily approaching, the high influx of visitors and tourmemorable world cup campaigns Olympic Gold Medallist and Olympic ists to the country for the duration of the event meant that vulnerable letes Denise Lewis and Baroness children and adolescents would be placed even more at risk of exploitation or abuse. They encouraged the With 48 goals he finished his inter- her hugely significant contributions members of the foundation to cam-

