

Putting African football in the picture

Africa Interactive works together with local media talent in Ghana to put the Nike5showdown tournament in the picture.

For one month, Ghana is the centre of African football. Between January 21 and February 6, teens from schools, football clubs and NGO'S from in and around Accra will show their best football skills at the Nike5showdown tournament.

It's a five-a-side game where speed and accuracy are crucial to survive and win. Every touch counts... Clo to 3000 teens will be part of the tournament. Michael Essien is the ambassador of the tournament.

During the pre-rounds the progress of the competition, teams' stories and dreams, pictures and video's made by local Ghanaian Africa Interactive reporters will be shown on www.nike5showdown.com. On the tournament site, an internet lounge is set up so the teens can also view themselves on the website.

February 8 is the big final day where the best teams of each category will play to become the champions of the tournament. They will be celebrated as real heroes in Accra.

The website <http://www.nike5showdown.com> is created and maintained by Africa Interactive, an online publisher, building and maintaining a worldwide, interactive multimedia platform, focused on Africa. The company is also the publisher of <http://www.AfricaNews.com>.

As a publisher, the company aims to show the multiple facets of the continent. Part of this process include building a network of qualified African media talent that generates news, opinions and reports from an African perspective. Online multimedia strategies are being used to give this professional network a podium to the world.