

# Press Release



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## **BNY Mellon Asset Management to Support Homeless World Cup**

*Milan event aims to raise awareness of global plight*

LONDON, 3 September 2009 – BNY Mellon Asset Management International has announced that it will be a partner sponsor of the 7th Homeless World Cup of Football, to be held in Milan in September 2009.

The Homeless World Cup is an annual, international football tournament, uniting teams of people who are homeless and excluded to take a once in a lifetime opportunity to represent their country and change their lives forever. It has triggered and supports grass roots football projects in over 60 nations working with over 25,000 homeless and excluded people throughout the year.

The first tournament took place in Graz, Austria, in 2003, with 18 teams taking part. Six years later, in Melbourne, Australia, 56 nations were represented, including the first Women's Cup. The Milan event will be held from 6-13 September 2009.

Commenting on the event Alan Mearns, chief executive officer of BNY Mellon Asset Management International, said: "There are over a billion homeless people worldwide. The impact of these events on participants is enormous, enabling them to take a first step towards reintegration into society, finding jobs and homes, and we are honoured to be associated with such a worthwhile cause."

Marco Palacino, managing director for BNY Mellon Asset Management International in Italy, added: "Our commitment to the communities in which we live and work is a direct reflection of our company's culture and values. Supporting our communities is a fundamental part of BNY Mellon's philosophy and I am very pleased that we have been able to add our backing to such a worthwhile, and increasingly recognised, global event."

The impact of the event is significant, with year on year improvements for the participants changing their lives for the better, moving into jobs, education, homes, training, reuniting with families and even going on to become players and coaches for pro or semi-pro football teams.

The Homeless World Cup supporters include UEFA, Nike, UN, Manchester United, Real Madrid, Ambassador Eric Cantona and international footballers Didier Drogba and Rio Ferdinand.

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**Notes to Editors:**

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