

Association des Comités Nationaux
Olympiques d'Afrique

ACNOA



Association of National Olympic
Committees of Africa

ANOCA

PRESS RELEASE



FIRST EVER 'AFRICA HOUSE' TO SET UP AT AN OLYMPIC GAMES AFRICAN CULTURE TO BE SHOWCASED IN KENSINGTON GARDENS DURING LONDON 2012

The Association of National Olympic Committees of Africa (ANOCA) and The Royal Parks announced today that the very first continental 'House' in the history of the Olympic Games is set to be located in Kensington Gardens. The 53 National Olympic Committees of Africa will have the opportunity to come together to host a joint 'national house' that will be free for the public to access and open from 27 July to 12 August 2012.

'Africa House' will showcase culture, art and sport from across the continent giving visitors the chance to explore and learn about Africa for free. The site, which has capacity for 2,000 visitors at one time, will be located next to the Albert Memorial, and will feature exhibition stands, performances and restaurants.

African Olympic athletes will be the guests of honour at 'Africa House' and each evening African medal winners will head to Kensington Gardens to celebrate and to meet fans. This will be the first time that African athletes will have a House in which to fully celebrate being

part of the Olympics and to share their love of sport with visitors from around the world.

General Intendant Lassana Palenfo, President of ANOCA, said: “We created Africa House to offer the National Olympic Committees and African athletes a unique opportunity to fully participate in the great Olympic festivities, whatever their means. This area will act as an exceptional showcase for our continent, in the eyes of the public at large, the eight million visitors expected during the Games and also decision makers from around the world. A big thank you goes out to The Royal Parks for assisting us in this. We are extremely proud that for this world first, Africa House will benefit from being located in such a prestigious environment”.

Mark Camley, Chief Executive of The Royal Parks said: “The Royal Parks is excited that Kensington Gardens has been chosen as the ideal location to showcase the African continent for the first time during the Olympics. Up to 53 countries will be represented and visitors from around the world will have a unique opportunity to experience African culture in Kensington Gardens. The Royal Parks is playing a central role in helping to deliver a successful Games and working with Africa House is an important part of this.”

Zanine Adams Head of Event Solutions for London & Partners, the city’s official convention bureau added: «We have been delighted to work with the ANOCA to support their Games time plans for the Africa House. The village will be a wonderful addition to the array of cultural experiences and NOC Houses which will be opening up across the city next year. I’m sure Africa House will be a ‘must see’ destination for both Londoners and visitors, with an exciting mix of entertainment, culture and food - all making it a very popular experience.»

Africa House will also serve as a reception site for African sports heads, political and economic leaders and media from around the continent, as well as sponsorship partners and Olympic officials.

A planning application for Africa House will be submitted to Westminster City Council later this year.

###ENDS###

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NOTE TO EDITORS

About National Olympic Houses: At every Olympic Games the national “houses” are the focus for the celebrations away from the sport. Games visitors, officials and athletes alike will be touring the national houses to share in the atmosphere of the world’s greatest show.

About Africa House: Set up in Kensington Gardens during the London 2012 Olympic Games on ANOCA’s initiative, Africa House will be composed of two areas:

1) AFRICA LAND, an area devoted to African countries and their culture: Open from 27 July to 12 August 2012 from 9am to 10.30pm, access will be free of charge and open to all. It will showcase the cultural and artistic diversity of the African continent. This area will be organised around four centres of interest:

- An exhibition village where each country will have the opportunity to have a stand,
- A restaurant serving African gastronomic delicacies,
- A stage on which to welcome the “athletes of the day” and do cultural performances,
- A photo exhibition presenting 50 athletes considered to be African Olympic legends.

2) AFRICA Club, the official reception and meeting area for ANOCA and African National Olympic Committees (NOC): Africa Club will serve as a private area reserved for NOC members, African House partners, their guests and athletes.

Key facts :

Up to 53 countries will be represented, 900 athletes expected, 16 exhibition days and 12 free cultural performances.

Africa House has a capacity for 2,000 people at one time.

Africa House will be subject to planning and licensing permission from Westminster City Council.

About ANOCA: The Association of National Olympic Committees of Africa (acronym: ANOCA; French: Association des Comités Nationaux Olympiques d'Afrique, ACNOA) is an international organisation that unites the National Olympic Committees (NOCs) of Africa. It is currently headquartered in Abuja, Nigeria. Its current President is Int. General Lassana Palenfo. ANOCA abides by the fundamental principles of the Olympic Charter and, for that purpose, has the duty to:

- **Promote understanding, cooperation and mutual assistance among the NOCs of Africa.**
- **Help African NOCs propagate, develop and protect Olympic ethics throughout the African continent.**
- **Plan and coordinate the actions of African NOCs in order to better rationalise the intervention of the Olympic Solidarity.**
- **Organise and coordinate the preparation and participation of Africa in the Olympic Games.**
- **Harmonise relations between African NOCs, the International Olympic Committee and the Association of National Olympic Committees.**
- **Celebrate in close cooperation with the NOCs concerned, African Sports Confederations and the S.C.S.A, the All- Africa Games pursuant to the Olympic Charter.**
- **Cooperate in general with governmental and non-governmental sports bodies in order to facilitate the implementation in Africa of a coherent strategy for sports development which translates in terms of operational programmes the right for all to practise sports and and take part in physical activities.**
- **Foster through the introduction and support of training programmes**

and planned action, a more rational and quality preparation of African athletes for the Olympic Games.

- Encourage the participation of women in the Olympic Movement.**
- Secure in accordance with the fundamental principles that govern the Olympic Movement funding sources likely to support the action of African NOCs.**

About The Royal Parks: Planning permission will be sought for this event and The Royal Parks will work closely with the organisers to ensure that Africa House has a minimal impact on the park and on park users.

The Royal Parks is an executive agency of the Department for Culture, Media and Sport. The Royal Parks are: Bushy Park, The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park and Primrose Hill, Richmond Park and St James's Park.

For further information please visit: www.royalparks.org.uk

