



AsiaEurope Football Consultancy

Tsunami Soccer Aid



The South East Asia earthquake and Tsunami struck on 26 December 2004, affected 11 countries, killed more than 225,000 people and displaced an estimated 1.2 million.

On 27 March 2005, a fundraiser benefit match at Anfield Stadium through the charity Tsunami Soccer Aid was organised. The match was played between Liverpool Legends and Celebrities XI with a match result of 6-2.

Former Liverpool FC stars beat the celebrity side 6-2 in the contest, which was held at Liverpool's Anfield stadium.



Some of the club's finest players including John Barnes, Kevin Keegan, Robbie Fowler, Kenny Dalglish and Alan Hansen took part.

They competed against a team of celebrities from the world of showbiz and sport, including former Westlife singer Bryan McFadden, EastEnders actor Shane Ritchie, Royle Family star Ralph Little and ex-Olympic sprinter John Regis, boxer Amir Khan and many more.

The match, which was broadcast live on Sky One and on Liverpool FC's website.

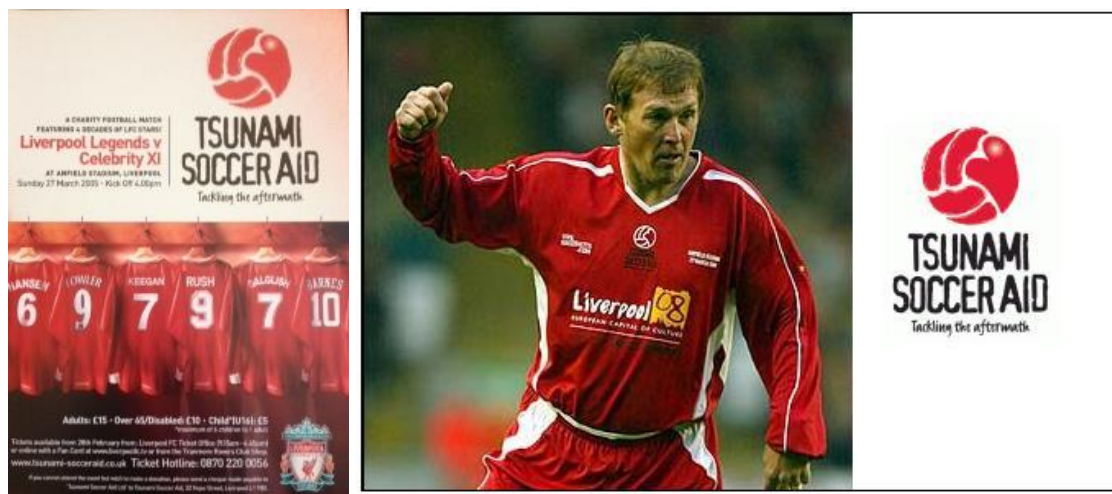
Soccer Aid was founded by Mr Majid Lavji, Mr David Lockwood, Mr David Johnson, Mr Steven Fletcher, and Mr Jason McAteer who were also the trustee's.

Merlin and Save the Children were the beneficiaries of the money raised.



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Majid Lavji's role was a trustee and help market the event and find headline sponsors – he negotiated the kit sponsorship with Liverpool Culture Company. The “Liverpool 08” logo can be seen on the player's shirts.



AsiaEurope Football Consultancy and its partners have the experience to put on large scale football exhibition matches – we have a network of international players available for charitable matches contact us for more information.