



NXNE Charity Soccer Match puts the boot in "The Rockers" take on "The World"

Funds raised benefit Right To Play. Sunday June 20.

TORONTO, May 26, 2010 - NXNE and Right to Play are pleased to announce the fourth annual "Put the Boot In" Charity Soccer Match, taking place on Sunday, June 20, 2010 on the lush green grass at BMO Field in Toronto. The annual full-field soccer match pits the rough-and-tumble "Rockers" against "The World" (a roundup of the deadliest selection of media ringers and a handful of hangers-on...)

In honour of Father's Day, the day will include a one hour kids scrimmage for children 12 and under. Field gates open at 11:30 a.m. and the kids game begins at 12 noon. Parents must RSVP their children to participate to kidsoccer@nxne.com.

Spectators are welcome to attend on a pay-what-you-can basis. Kids get in free. All proceeds of the event go to support Right To Play, an international humanitarian organization whose goals are to create a healthier and safer world through the power of sport and play. The afternoon also features an on-site raffle with great prizes donated by a variety of local businesses.

Coach **Eon Sinclair** (Bedouin Soundclash) is confident that his team of Rockers are up to the task. He's joined by **Brendan Canning** (Broken Social Scene), **Murray Foster** (Great Big Sea) and many other road-weary musicians who will vie for the Queen and Beaver Cup.

"The World" team features a ragtag bunch of media personalities including Entertainment Tonight Canada's **Rick Campanelli** and journalists from MuchMusic, The Edge 102.1, the Globe and Mail, National Post, TCHAD Magazine and Fashion magazine, among others. Also confirmed to join this year's ranks on the pitch is **Olympic medallist Adam Van Koeeverden**.

"Put the Boot In" is coordinated by a volunteer committee of business and music industry professionals. Sponsors who are supporting the 2010 event include **Sonic Bids** (bravely sponsoring the Rockers team) as well as **Maple Leaf Sports & Entertainment Ltd.**, **BMO Field**, **NXNE**, [The Queen and Beaver Public House](#) (35 Elm Street, Toronto) and **Umbro**.



Panos Panay, Founder & CEO of Sonicbids comments, "I'm a football fan, a music fan and a networking fan. An event that combines all three? Count us in! Really, Sonicbids is proud to be a sponsor of the NXNE Put The Boot Charity Match. It's a great cause at a great event. See you on the pitch."

16 Years, 650 Bands, 50 Stages, 40 Films, 15 Conference Sessions, 7 Days.
The North by Northeast (NXNE) festival experience takes over Toronto with the best new bands and international headliners, screenings of dynamic music films, compelling conference village sessions, rock n' roll keynotes and insights from the most forward-thinking interactive media innovators, and a charity soccer match. This year's festival runs from June 14-20, 2010. Visit NXNE online at nxne.com.

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"Put the Boot In" timeline

11:30 a.m. BMO Field Doors open

12 noon Kids game scrimmage (RSVP your kids to kidssoccer@nxne.com)

1 p.m. "Rockers" vs "The World" on the pitch

Join the NXNE "Put the Boot In" Community on Facebook! [Click here!](#)

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