



## **PRESS RELEASE**

### **JEAN SSENINDE LAUNCHES PROFESSIONAL FOOTBALL SERVICES COMPANY**

London, 1<sup>st</sup> July 2021 - Jean Sseninde has today launched a professional football services company. The company, Jean Sseninde United Ltd, has its headquarters in the United Kingdom with a fully operational office in Uganda. Jean Sseninde United Ltd aims to create the best global football opportunities and services for its clients both on and off the field and make them the best in the world.

The company will have five focus branches with the first being a professional Women's Football Academy for age categories U10, U15 and U17; a professional senior women's football club; a football agency to connect talented players into the professional game; a consultancy section to advise various institutions on effective football policies and a sports events management outfit to help organise events and competitions of international standards whilst the Sseninde Foundation remains as the charitable arm of the company.

With our motto ***Together We Shine***, our Vision is to be the number one football services company in Africa and beyond.

"By starting this company, I am hoping that I will be able to show decision makers and parents the standard at which women's football should be and the support we can offer to the girls and women. We want to change the narrative and through our actions, raise the bar for women's football. We are here to fill a gap and serve honestly with our hearts through a sport we love and what we believe can change the future generations mentality and perceptions," said Sseninde, the founder of Jean Sseninde United Ltd."

Together with our team of experts, we plan to kick start the Jean Sseninde United Academy in 2022 and the Professional Senior Women's team two years later. The team is nicknamed the Red Ants, symbolising unity, strength and moving together in one direction to achieve a common goal.

"We are going to create a community and a platform where all young girls and women can shine in a safe environment," she added.

Meanwhile, girls interested in joining the elite academy can visit the website [www.jeanssenindeunitedltd.com](http://www.jeanssenindeunitedltd.com) to register.

## About Jean Sseninde United Ltd

Jean Sseninde United Ltd is a company registered in the United Kingdom and Uganda with branch offices located in Wakiso and Kasangati. It was founded in 2021 by Jean Sseninde Namayega, a former Ugandan international, whose career highlights include spells with English clubs such as Queens Park Rangers and Crystal Palace.

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