

# CHAIN IN AWARENESS INTERACTION

Aim -	Reminding youths of the value and usefulness of their lives
Vision -	To take off youths from the streets and re-channel their energies to useful and productive activities
Strategy -	Entertainment (football match)
Game -	UEFA Champions League Final Inter Milan v Bayern Munich 2 - 0
Date -	Saturday, 22 May 2010
Venue -	Kataf hall, Sabon Tasha & Soccer Palace, Television, Chikun Local Government Area, Kaduna State, north-western Nigeria
Attendance -	Over three thousand five hundred (3,500) spectators

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The Christian Awareness Initiative of Nigeria (CHAIN), hosted over three thousand five hundred youths in both Sabon Tasha and Television in Kaduna during the weekend to UEFA Champions League Final. Many have said soccer has become a religion with the largest number of committed followers (fans) worldwide with great passion and addiction. Football is not just a game it's a life worth living and dying for according to its numerous lovers. Economically, it's an easy way of making great fortune and worldwide popularity as many people have risen from ordinary youngsters to re-knowned celebrities. People from different ethnic, religious and geographical boundaries converge to watch football matches at different locations ranging from well built viewing centers, hotel bars, open air, offices and sitting rooms.

Saturday the 22<sup>nd</sup> of May 2010 was another remarkable day for soccer fans as they gathered to watch the UEFA Champions League Final via CHAIN at Kataf Hall in Sabon

Tasha and Soccer Palace at Television, Kaduna. The match kicked off at exactly 7:45 pm between Inter Milan of Italy and Bayern Munich of Germany. As the match went on, comments from desperate viewers made the match quite interesting as at certain intervals some of the viewers and a fans of Inter Milan were already booing Bayern Munich fans. The first half ended one/nil (1-0) with Inter Milan leading the score line and giving Inter Milan fans great confidence and setting the whole atmosphere wild with shouts of victory and praise for the Bayern team, it was time to pray harder and play better for the Bayern side. Viewers were quick to accuse one player or another for a silly mistake which led to the loss of a goal against the opponent. On and on the arguments kept coming until it was half time and the referee blew his whistle for the fifteen minutes resting period.

However, it was at this point that CHAIN representative; spokespersons took over. A prayer was said to God and a portion of the scripture was read to the viewers. After the reading CHAIN representatives went on to explain to youths God's plan and love for them. They charged the youths to seek God's guidance in all their endeavors and most of all to be honest. They encouraged them to look at football beyond the surface i.e (critically) and see what happens during a match. One, they said there are the players and the officiating crew. Two, they mentioned the spectators who just come to watch and cheer the players. Life, they said is made up of these two groups; the spectators who are the majority and the players that are very few but take the glory to themselves. The spectators have chosen to use their eyes and mouths so well, to see and comment and go back the same way they came, while the players participate in the game, win or lose they take the glory or blame and keep aspiring for greatness every other day. Life must be taken seriously and target oriented. Time is very essential in goal setting, therefore no lost time can ever be regained but just as football time is divided into two, life will always present us with several alternatives that when properly converted will make up for the past.

Furthermore, they urged the youths who were 98% males to imbibe the spirit of sportsmanship i.e. endurance, honesty, persistence, hard work, teamwork and commitment. Life must be taken one step at a time and with the help of others to achieve success. No man can exist alone, that is why the game of football is made up of the defenders, strikers, midfielders and the goalkeeper at the post. These are all factors of be

considered while trying to build one's life. They concluded with a word of prophecy that one day, lives of youths seated here today will be a thing of celebration and not regret. They also emphasized on the need for the youths to take their Christian life more seriously more than anything else. Football, to some people meant everything; life or death, good or bad. Christ should be the ultimate desire in a man's heart because he is the giver of life and any other thing one could ever imagine.

In conclusion, drinks and snacks were offered to the youths and a handful of them stood up to appreciate CHAIN and promised to take up the challenge. The message they believe was quite impacting as majority of them were just idle and fun seekers all day long. But knowing that people cared for them and want the best out of them, they hope to awake and face life's challenges. They sent goodwill messages to CHAIN's CEO Rev Joseph Hayab who was represented at both places (Sabon Tasha and Television).

The second half of the match continued and came the second goal of the game which gave victory to Inter Milan. The youths celebrated the victory and at the end of the match they were seen in groups of five and tens arguing about the match with so much frustration to the Bayern fans, while Inter Milan fans rejoiced heartily.