



Detroit, MI, October 2nd, 2020

EIR, a Danish not-for-profit organization that uses soccer to empower women to accomplish greater social good, is introducing its newest soccer ball design to celebrate women's rights to vote worldwide.

The ball is being introduced to coincide with the American November presidential election.

"We are excited to drop this new design that will hopefully start conversations and inspire everyone of all ages to be the change they want to see." – Marie Hansen.

The unique ball design by U.S. artist Hope Gangloff began as an ink drawing from 1997 of a starry sky. It then evolved into a 10 ft x 7 ft giant painting on linen before it was translated into a soccer ball.

Gangloff designed the ball at the request of EIR/GGWCUP Co-Creator Marie Hansen.

"We all have to engage with the government that represents us, otherwise, democracy doesn't work. Checks and Balances include the eyes of the people. You BETTA vote," Gangloff said.

Hope Gangloff's work is represented by the Susan Inglett Gallery in New York since 2006. Inquiries and more information, please visit [www.hope-gangloff.com](http://www.hope-gangloff.com).

To fund its mission EIR has produced revolutionary soccer balls since 2008. Other ball designs promote the United Nations 17 Global Goals, aid to refugee women in Denmark and Afghanistan.

EIR has also tackled the soccer safety issues by redesigning soccer balls that are more suited to the physicality of women players. The balls are lighter and calculated to maximize the game experience for women and young players.

The ball, which cost \$55, is available at [www.shoptheball.com](http://www.shoptheball.com).

Proceeds from the sale of the ball will go to the Global Goals World Cup (GGWCUP), a tournament formed 5 years ago and uses women's soccer as a vehicle to promote the United Nations 17 Global Goals, which are charged with protecting the environment, promoting social justice and gender equality. This is the first activist World Cup, and the teams are awarded for being the best *for* the world.

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