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PICTURE: Keith Alexander, flanked by sons Matt (l) and Paul (r)

Alexander family mourns the death of Keith Alexander

Castries, St. Lucia, March 3 – The Alexander family would like to thank everyone for their heartfelt wishes and condolences during this difficult time.

Keith was a tremendous individual, who inspired us all both as a person and a coach. St. Lucia held a special place in his heart and his family and friends will work to make sure all his dreams become reality.

Keith was a pioneer in British football, becoming the first black full-time professional manager. At the time of his death, he was in detailed discussions with the St. Lucia Football Association over the development of a major youth development programme, expected to begin in the Spring.

The Sacred Sports Foundation he started in St. Lucia will continue to build a lasting legacy devoted to the development of disadvantaged youth.

Keith Alexander, aged 53, passed away in the early hours of Wednesday morning. He is survived by his wife Helen, three sons and a daughter. His parents, John and Josephine Alexander, along with sister Nova and brother Delroy live in St. Lucia.

Further details on arrangements will be forthcoming.

ABOUT SACRED SPORTS FOUNDATION INC.

Sacred Sports Foundation is a registered non-profit company, established by Keith Alexander and several family members. It seeks to provide Caribbean youth with greater access to strong, sustainable sport programmes. It will encourage local youth to increase participation in sport as a means of community development, self improvement and enjoyment.

On June 17, 2009 Coach Alexander officially launched Sacred Sports Foundation, a sport-based non-profit charity and said he would develop a sustainable football programme designed to help improve the fortunes of young sportsmen and women.

Coach Alexander was recently voted among the 30 most influential black people in English football this century.

For additional information visit www.sacredsportsinc.com

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