

Aim High 4 Listening Test 8 Answer Key

1

- 1 d
- 2 e
- 3 b
- 4 c
- 5 a

2

- 1 b
- 2 b
- 3 c
- 4 a
- 5 b

3

- 1 Africa
- 2 200
- 3 22 million
- 4 £3 million
- 5 2006

4

- 1 The popular image is someone who is only interested making money and living a celebrity lifestyle.
- 2 It can help a charity by getting media coverage and encouraging people to donate money.
- 3 He travels around the world to raise awareness of poverty and hunger.
- 4 He is a United Nations ambassador for the environment.
- 5 He asked them to end the civil war.

[3.4]

Man:

A lot of people feel that there is too much money in sport nowadays. The popular image of the modern sporting superstar is that they are only interested in making money from sponsorship deals and endorsements, and living a celebrity lifestyle. However, there is another side to this story. A lot of sports stars use their celebrity status and wealth to help people. The tennis star Roger Federer has his own charity, which raises money to help poor children access education in many of the poorest parts of Africa. He uses his celebrity status to visit these areas of the world in order to raise awareness of the problems there. His charity then supports local organizations in these countries in projects which help more children get an education and better opportunities in life. The racing driver Lewis Hamilton similarly has his own charity which is aimed at improving the lives of children both in Europe and in poorer countries in the world. David Beckham lends his name and support to well-known charities like Save the Children and UNICEF. Having the support of a global superstar can make a huge difference to a charity, by getting media coverage for the charity and encouraging people to donate money to help fund its work.

Of course, sports people lead busy lives, and it is often when they retire from their sport that sports stars dedicate more time to helping others. The world-famous boxer Muhammad Ali now spends at least 200 days every year travelling around the world, raising awareness of the problems of poverty and hunger in the world. One estimate is that his work has provided 22 million meals in poor countries. The great Brazilian footballer Pele has similarly devoted his retirement to helping others. He campaigns on environmental matters, and is a United Nations ambassador for the environment. These stars would not be able to help others if they didn't have high levels of personal wealth, which has come from endorsements and sponsorship deals.

Perhaps the best example of a star using money for good causes is the football star Didier Drogba. He is originally from Ivory Coast, one of the poorest countries in the world, and he has become extremely wealthy. He has done a lot to help his own country. He once used £3 million that he got for an endorsement of a well-known drink to build a hospital in his hometown of Abidjan. In 2006, when Ivory Coast qualified for the World Cup, he used his influence to plead with fighters in his country to end the long civil war. The two sides agreed to a ceasefire.