

Withers advises Novak Djokovic Foundation on partnership project with World Bank

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International law firm Withers has advised world number one men's tennis player Novak Djokovic's Novak Djokovic Foundation on a partnership with the World Bank to create a new programme aimed at improving early childhood development around the world.

The initiative, called 'Early Wins for Lifelong Returns' was launched in the US this week by World Bank Group President Jim Yong Kim and Mr. Djokovic, who also announced a new role as UNICEF Goodwill Ambassador for early childhood development. The Novak Djokovic Foundation was created in 2007 and focuses on a range of projects in Serbia, with a particular emphasis on improving healthcare and education for the country's youth. As a first step, the new initiative aims to set up a \$50 million project aimed at early childhood development improvement in Serbia.

Withers' charity law partner Chris Priestley comments: "We are proud to have played a part in this commendable and ambitious project, through assisting the Novak Djokovic Foundation with the terms of the agreement and the obligations of its directors. This partnership is a major step forwards in the work of the Foundation, and the World Bank's involvement demonstrates the potential scope of the project, as well as the level on which the Foundation operates."


Chris worked closely with Withers' Global Head of Sports Luca Ferrari and charity law associate Roger Waite. The firm is the standing legal adviser to the Novak Djokovic Foundation (UK) and Novak Djokovic Foundation (USA).


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