



## The Danone Nations Cup celebrates its 10<sup>th</sup> birthday in Brazil

**The Danone Nations Cup is 10 years old! Ten years of dreams, sharing and sport for over 16 million children. From 8<sup>th</sup> to 11<sup>th</sup> October 2009 and after 6 months of national qualifiers in 40 countries, this anniversary will fire up Brazil for a colourful World Final rich in adventure! Being held for the first time outside France, Zinedine Zidane, our loyal ambassador and patron, will of course be there to launch the final of the world's greatest children's football competition. Beyond the sporting aspect, this event is now destined to travel to the four corners of the world and is totally committed to children and their well-being through the implementation of sustainable and long-term actions**

### **Exciting and new!**

Brand new for the Danone Nations Cup: for its 10<sup>th</sup> birthday, the Final of the world's greatest football competition for 10-12 year-olds is leaving French stadiums behind. This benchmark competition has matured and today it has the international recognition necessary to confirm its vocation overseas. Following in the footsteps of the traditional football World Cup, every year a different country will host the World Final of this unique competition for children all over the world. First stop for 2009: Brazil. The ultimate footballing nation, land of the world's greatest players and also a country famous for its festivals and parties, Brazil was the obvious venue of choice for this special birthday which, incidentally, falls in the year that celebrates France and Brazil's special relationship.

### **Commitment: the Danone Nations Cup and Danone**

Over the years, the Danone Nations Cup has made a name for itself as the greatest competition in the world for footballers aged between 10 and 12; it is also approved and accredited by FIFA. However, first and foremost it is positioned as a fantastic human adventure, driven by Danone's desire to act and act sustainably for children's health and their well-being. As it travels around the world, the Danone Nations Cup is committing support to local associations and setting up programmes to fight malnutrition and obesity in every World Final host country. Football is a universal sport and as such is an excellent vector for these actions and Danone's values - sporting values such as fair play, the pleasure of taking part, team spirit and a shared passion and also human values such as openness to others, respect and cultural exchange.



## The national phases: unforgettable emotion

Before flying off to the land of football the young champions from the 40 competing countries must lead their team to victory in the local and then regional competitions before taking the title in the National Final. The ultimate objective is, of course, to proudly defend one's national colours in Sao Paulo's Pacaembu stadium for the World Final in front of Zinedine Zidane, the event's enviable ambassador. The young players are not the only people concerned of course; throughout the competition, everyone gets involved including family and friends and also the schools which represent the core of the selection process.

## An exceptional World Final

This year, the 560 players who qualify for the World Final will enjoy a unique and unforgettable experience: travelling, meetings football stars, firing up the stadiums, experiencing all the emotions of taking part in a top-level sporting competition. The "Kid Reporters", young children from the 40 nationalities taking part, will play a different role for their team, that of journalists. They will relay the high points of the Danone Nations Cup in words and pictures, translating the players' emotions, the human dimension of the competition and also the Cup's actions in Brazil. Supported by thousands of Brazilian supporters, they will boost the Danone Nations Cup spirit and confirm together "Acredite nos seus sonhos" (believe in your dreams).

## The 40 countries taking part

Algeria

Argentina

**Australia**

Austria

**Azerbaijan**

Bangladesh

Belgium

Bulgaria

Brazil

Canada

**Chile**

China

**Colombia**

Czech Republic

Egypt

England

France

Germany

Guatemala

Indonesia

Ireland

Italy

Japan

**Korea**

Mexico

Morocco

Netherlands

Poland

Portugal

Romania

Russia

Saudi Arabia

**Senegal**

South Africa

Spain

Switzerland

Tunisia

Turkey

Ukraine

Uruguay



## Danone Nations Cup 2009

**10<sup>th</sup>** edition

**40** countries

**6** new countries: **Australia, Azerbaijan, Chile, Colombia, Korea, Senegal**

**2,500,000 children** between 10 and 12 years old

**Over 35,000 schools** and **20,000 clubs** involved throughout the world in 2008

**560 players** in Sao Paulo over 4 days

**700,000** spectators throughout the world **27,000** spectators in Paris in 2008

**250 journalists** at the World Final in 2008

Over **200 hours** shown on TV around the world in 2008

**2,400 press articles** around the world in 2008

## Danone Nations Cup: previous winners

<b>2008</b>	<b>France</b>	<b>2003</b>	South Africa
<b>2007</b>	South Africa	<b>2002</b>	Argentina
<b>2006</b>	Réunion Island	<b>2001</b>	Réunion Island
<b>2005</b>	Russia	<b>2000</b>	France
<b>2004</b>	Spain		

## Programme

January / June 2009

8<sup>th</sup> to 11<sup>th</sup> October 2009

### National competitions

### World Final in Brazil

Thursday 8 <sup>th</sup> October	Official draw
Friday 9 <sup>th</sup> October	Qualifiers
Saturday 10 <sup>th</sup> October	Qualifiers
Sunday 11 <sup>th</sup> October	World Final

**Read all about it on information**  
**[www.danonenationscup.com](http://www.danonenationscup.com)**

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