

THE 2019 DANONE NATIONS CUP: PROMOTING SPORT AS A FORCE FOR GOOD

A TOURNAMENT THAT TURNS PLAYERS INTO WORLD CITIZENS

- **2019 World Final October 12th, at RCDE Stadium, Barcelona, Spain**
- **Calling upon young athletes to: “Play Football, Change the Game”**
- **Alliance with the non profit organization Watering Minds**

Danone Nations Cup (DNC) is proud to announce the 2019 edition of the world's biggest football tournament that is expecting to see over 2,000,000 girls and boys aged 10-12 years old compete locally in 27 countries before a chance to represent their country at the World Final.

This World Final will take place on **October 12th, 2019 at RCDE Stadium**, home stadium of RCD Espanyol de Barcelona (Spain), 4-time winners of the Copa Del Rey, where 30,000 spectators are expected.

In addition, to celebrate more than 20 years of football excellence, Danone Nations Cup has unveiled a refreshed purpose in line with Danone's 'One Planet. One Health' vision.

PLAY FOOTBALL, CHANGE THE GAME

THE ROAD TO BARCELONA

At this year's 2018 and 2019 double World Final, 700 players, 56 teams will represent 27 different countries in Barcelona, playing the chance to win the 2018 and 2019 titles for the boys and girls competition and enter the same hall of fame as previous winning countries: Mexico for boys and Brazil for girls in 2017.

Barcelona is a symbolic place for Danone in the year that it celebrates the brand's centennial. It is where Isaac Carasso created the first Danone yogurt - a simple food, with a simple aim to improve health.

TURNING PLAYERS INTO WORLD CITIZENS

Our 'One Planet. One Health' vision reflects our belief that the health of people and that of the planet are interconnected and drives us every day to keep developing our unique health-focused portfolio. Danone Nations Cup is a strong embodiment of this promise, seeded in the players.

We intent to unleash them to be more than football players, to become world citizens, playing a role for their future and for the world they live in.





Since 2017, the Danone Nations Cup champions key values of inclusivity through the girls tournament, including for the 1st time new participating countries such as Argentina, Japan, Uruguay and South Africa.

As well as being a high-level sport competition, the Danone Nations Cup aims to be a sustainable tournament with a reduced environmental footprint through recycling; as well as grass-roots initiatives at local levels to encourage these children to care for their environment.



CHAMPIONING ACCESS TO SAFE WATER THROUGH SPORTS

Access to safe drinking water for children plays a key role in shaping their future. Nevertheless, 50% of schools across the world don't currently have access to safe drinking water^[1]. The Danone Nations Cup believes in the importance of safe water access and ensuring that no child's future potential is limited.

This year, the Danone Nations Cup has chosen to support safe water-access for all kids and is delighted to partner with US non profit organization, Watering Minds, on this cause through the LACES FOR CHANGE initiative. Watering Minds' mission is to provide safe drinking water access to disadvantaged schools across the world and together, the goal is to provide access to safe drinking water to over 100,000 kids through laces sales, ticket sales, and a crowdfunding campaign, set to begin in May 2019.

The players taking part in the Danone Nations Cup will also act by being ambassadors of this cause through promoting and wearing the laces to show their solidarity and by raising awareness on this issue.

ABOUT DANONE NATIONS CUP – A LIFE-CHANGING EXPERIENCE

www.danonenationscup.com

Supported by the iconic Zinédine Zidane for more than 15 years, the world's biggest football competition for girls and boys honors young football prodigies from all over the world since its creation in 2000.

Over the years, Danone Nations Cup has earned its stripes and gained credibility in the football world. The competition is backed by renowned ambassadors such as Blaise Matuidi in France or Gheorghe Hagi in Romania. Danone Nations Cup also acted as a debut for household names in football such as Alexandre Lacazette, Giovanni Dos Santos or Adam Lallana. For over 20 years, the Danone Nations Cup has been much more than a football competition, allowing kids from all over the world to discover new places and cultures and promoting values such as respect, humanism, fair-play and openness. These are not only key values but are also rewarded through a Fair Play Trophy, awarded to the team that was most able to show team spirit and respect with others. In the continuity of 2017, Danone aims to promote inclusive diversity and changing mentalities when it comes to gender equality.

In 2019, Danone Nations Cup reconnects with Spain where the Santiago Bernabeu Stadium in Madrid hosted the 2011 World Final, and follows hot off the heels of previous tournaments held in other iconic stadiums such as London's Wembley Stadium, Corinthians Arena in Sao Paulo and Stade de France in Paris.

^[1] Statistic provided by Watering Minds, an NGO whose mission is to provide safe access to drinking water in schools across the globe.



ABOUT DANONE (www.danone.com)

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in three businesses: Essential Dairy & Plant-Based Products, Waters and Specialized Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its 'One Planet. One Health' vision which reflects a strong belief that the health of people and that of the planet are interconnected. To bring this vision to life and create superior, sustainable, profitable value for all its stakeholders, Danone has defined its 2030 Goals: a set of nine integrated goals aligned with the Sustainable Development Goals (SDGs) of the United Nations. Danone commits to operating in an efficient, responsible and inclusive manner; it holds itself to the highest standards in doing business, as reflected by its ambition to become one of the first multinationals certified as B Corp™. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €24.7 billion in sales in 2018. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon, Mizone, Oikos, Prostokvashino, Silk, Vega).

ABOUT WATERING MINDS (<http://www.wateringminds.org/>)

Watering Minds is committed to creating a world where every school child has safe water. Watering Minds works directly with existing community-run small business water centers in order to provide a reliable source of clean, safe drinking water to schools. Through the generosity of our partners, we have been able to deliver water to nearly 40,000 students in over 183 schools throughout Haiti, India and Cambodia through partnerships with dloHaiti, Naandi Community Water Services and 1001fontaines. Over the next 10 years, Watering Minds aims to reach 2 million more students in Haiti, India, Cambodia, Ghana and other regions in need to provide them with access to safe drinking water.

NOTES TO EDITORS

MEDIA BANK

Online press area: <http://pressarea.danonenationscup.com/>

Image library (photo credit: @danonenationscup): <https://we.tl/t-CQc8i5mwfc>

Presentation video: https://youtu.be/5_B9_PPorH8

FOR FURTHER INFORMATION, PLEASE CONTACT:

Yusuf Laroussi – danonenationscup@bcw-global.com

Learn more on our [Website](#) and follow the tournament on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

