



*Press release  
For immediate release*



## **Danone Nations Cup 2011**

### **A once in a lifetime experience for young Canadians**

**Boucherville (Québec), March 29<sup>th</sup>, 2011** – Danone is proud to announce the launch of the 2011 Danone Nations Cup, the world’s largest international children’s soccer tournament. For the past 12 years, 10- to 12-year-old players from 40 different countries have been chosen to form national teams to compete in an exciting international final. This year, the final will take place at the Santiago Bernabeu Stadium in Madrid from October 6 to 9.

“Through this competition, Danone wants to encourage as many youth as possible to realize and achieve their dreams” says Anne-Julie Maltais, director of external communications for Danone in Canada. , The Danone Nations Cup is a project that promotes sports and its values to children and their families, an important part of Danone’s mission in bringing health through food to as many people as possible.

This year, Danone, founder and organizer of the Danone Nations Cup, gave 6,000 young Canadian soccer enthusiasts the opportunity to display their talents and a chance to win a spot to play on the same field as their Real Madrid idols. The 14 players selected to represent Canada in the international final will also have the chance to meet the Nations Cup ambassador, Zinédine Zidane. The scope and reputation of this world final is also ensured by the endorsement of the International Federation of Association Football (FIFA).

The Danone Nations Cup also includes a series of training camps both regionally and nationally, along with qualifying matches in each of the participating countries prior to the big event.

To date, over 50,000 young Canadians have tried out for a chance at this life-changing experience while at the same time achieving the dream of participating in a high caliber international sporting event. Danone pays all expenses related to the event.

#### **About Danone Inc. in Canada**

Danone Inc. in Canada is a member of the Danone Group, a world agrifood leader. As a manufacturer and distributor of quality products that combine good taste and healthy ingredients, Danone is currently the largest Canadian producer of yogurt and other fresh dairy products. Danone's mission is to bring health through food to as many people as possible. For more information, please visit [danone.ca](http://danone.ca).

For additional event information, to view photos or to register your child in the next Danone Nations Cup, please go to [danonecup.com](http://danonecup.com).

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