



Danone Nations Cup

2006 edition 

15 young Canadians getting ready to live their dream... in front of Zidane! DANONE CANADA PRESENTS THE TEAM THAT WILL COMPETE IN THE 2006 DANONE NATIONS CUP

Montreal, August 24, 2006—Danone Canada is proud to present the members of the team that will represent Canada at the 7th edition of the 2006 Danone Nations Cup in France. Since its creation six years ago, the Danone Nations Cup has become the biggest event in international youth soccer, attracting some 2.5 million players aged 11 and 12 from 32 countries. Without a doubt, today, soccer has become one of the most popular sports enjoyed by young Canadiens. Year after year, Canadiens from one end of the country to the other have become more and more energized and passionate about this sport, a fact which was recently witnessed during the 2006 World Cup.

The Canadian team, which boasts talented players from all across the country, will be up against the world's best soccer playing nations. The Canadian team's big sendoff will be August 29 at Montreal-Trudeau airport. Upon arriving in France, the team will have the opportunity to train at the Gerland stadium in Lyon, before taking part in the international finals on September 1, 2, and 3.

The Canadian squad's 15 members have good reason to be proud. The Danone team was handpicked from among 5,000 young people who took part in 14 McDonald's soccer camps and 5 provincial selection camps across the country. For this 7th edition, the Canadian team is made up of 2 girls and 12 boys, including 4 young players from Quebec. In keeping with tradition, the Festi-Foot program selects a youth with a disability, a chronic disease or coming from a lower income household to join the team as a young reporter. This year, Mickaël Bergeron, who has Kawasaki disease, was chosen to experience and share the emotion of this international gathering.

The players will attend a preparatory training camp starting on August 26 at Fort Saint-Jean Campus in Saint-Jean-sur-Richelieu. During these three intensive days, the coaches will not only work to establish a winning strategy, but also to build a strong team chemistry.

As exciting as the World Cup, the Danone Nations Cup for youths aged 11 and 12, is a unique opportunity that allows the young players to display their talent abroad while encouraging the social, pedagogical, and athletic skills essential for their age group. Like all the other young Canadians chosen for this team over the past 6 years, the 15 members of the 2006 team will be arriving in France with high hopes and a touch of nervousness. They will also have the opportunity to meet the great French soccer legend Zinedine Zidane, who will serve once again as the Danone Nations Cup ambassador.





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About Danone Group

In Canada, Danone Inc., a member of Danone Group, is a leader in the food industry, offering top quality products combining health and well-being for the benefit of consumers. Danone is the largest yogurt producer and occupies a key position in the natural spring water market. The company is committed to the idea that "actions taken today must result in improved quality of life for Canadians tomorrow." The company lives up to this commitment through innovations like the Danone Nations Cup, its partnership with the Quebec Breakfast Club, and Breakfast for Learning, to which Danone Group donates over 1.3 million containers of yogurt a year for children in need.

For more information, please visit the official site of the Danone Nations Cup at www.danonecup.com.

To see photos of lead-up events in Canada, visit www.coupedanonecup.com.

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