



News release for immediate distribution

**MONTREAL SOCCER STAR LAURENT CIMAN ANNOUNCED AS CANADA AMBASSADOR FOR  
2017 DANONE NATIONS CUP**

**BOUCHERVILLE, QUEBEC – June 14, 2017** – DanoneWave Canada is proud to announce its partnership with Montreal soccer star and defender Laurent Ciman, who will serve as ambassador for the 2017 edition of the Danone Nations Cup in Canada.

Created in 1999, the Danone Nations Cup is the world’s biggest soccer tournament for children aged 10 to 12, and one of the sport’s most important programs for young Canadians. This spring, over 700 talented young players participated in a series of selection camps, where they were evaluated based on both their playing skills and team spirit. On July 6, 2017, 24 boys and 24 girls from British Columbia, Alberta, Ontario and Quebec will face off in final selection matches Boucherville, Quebec, competing to earn a spot on the two teams that will represent Canada at the Danone Nations Cup world final in New York this September.

As the ambassador for the Danone Nations Cup in Canada, Laurent Ciman – defender for Montreal’s soccer team since 2015 and now for the Belgium national team – will participate in various promotional activities that raise awareness of the importance of an active, healthy lifestyle.

“Soccer had a transformational impact on my life, and I am very excited to partner with the Danone Nations Cup, a program that allows young people to experience the sport on the world stage,” said Laurent Ciman. “I look forward to sharing my own experience as a young player with this year’s participants, and working with DanoneWave Canada to celebrate the benefits of eating right and staying active.”

“We are exceptionally proud to work with Laurent Ciman, who shares our commitment to health and will have a tremendous influence on the young players participating in the 2017 edition of the Danone Nations Cup,” said Natacha Gouveia, Head of External Communications for DanoneWave Canada. “Laurent embodies the Danone Nations Cup values of teamwork and fair play, and we hope that his participation will encourage even more young players to live their dream.”

**About the Danone Nations Cup**

Initiated by Danone in 1999, the Danone Nations Cup is the world’s biggest soccer tournament for children between the ages of 10 and 12. Since its first edition, the international competition has given hundreds of Canadian children the opportunity to represent their country on the world stage. With a focus on fair play, the Danone Nations Cup is much more than just a

tournament, it is a truly unique and memorable experience for every participant, representing their country internationally. For more information, visit [coupedanonecup.com](http://coupedanonecup.com).

### **About Danone**

Danone is 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 improved health through food to as many people as possible.

DanoneWave Canada is a business unit of Danone and operates from headquarter offices in Boucherville, Quebec, and Mississauga, Ontario. DanoneWave was formed following the acquisition of WhiteWave Foods by Danone, bringing together two purpose-driven, health-focused and high-growth companies. DanoneWave's ambition is to produce healthful dairy, plant-based products and coffee creamers and beverages, create economic and social value and nurture natural ecosystems through sustainable agriculture. For more information about DanoneWave in Canada, please visit [danone.ca](http://danone.ca), [facebook.com/danonecanada](https://facebook.com/danonecanada) or [@DanoneCanada](https://twitter.com/DanoneCanada).

- 30 -

### **Information:**

Natacha Gouveia  
DanoneWave Canada  
450-655-7331, ext. 7487  
[natacha.gouveia@danone.com](mailto:natacha.gouveia@danone.com)

Amélie Forcier  
514-843-2307  
[aforcier@national.ca](mailto:aforcier@national.ca)