



**Danone Nations Cup:** a unique opportunity to experience an international soccer tournament

### **Brazil Will Host the International Final**

**Boucherville, Quebec, April 3, 2014** – Danone Canada is proud to announce the 15th edition of the **Danone Nations Cup, the largest international soccer tournament for 10 to 12 year-olds.** Over the next few months, **Team Canada coaches will be touring the country’s major cities to select young players (girls and boys aged 10 to 12) who will compete for the opportunity to represent Canada in Brazil;** the host country of the 2014 FIFA World Cup.

“The Danone Nations Cup is a great opportunity for Danone to put into action our commitment, and share the benefits with children, of adopting an active lifestyle and a balanced diet,” said Nick Krzyzaniak, President and CEO at Danone Canada. “Children’s health is a timely social issue that’s at the heart of Danone’s priorities, and this event allows us to take action.”

The players, who will have the privilege of representing Canada in this U12 international competition, will measure themselves against some of the world’s best national soccer teams from 32 participating countries. During last year’s world final held in London, England, the Canadian team came home with an impressive 14th place finish.

“The Danone Nations Cup is an unforgettable experience,” said Dean Howie, Head Coach of Team Canada for the Danone Nations Cup since 2001. “This competition is a human adventure, which, through the values of fair play, enables us to encourage our children to believe in their dreams.”

Again this year, Zinedine Zidane will be the ambassador of this international event. The tournament dates for the final will be confirmed at a later date.

#### **About the Danone Nations Cup**

Since 1999, Danone, has organized the Danone Nations Cup. Since its first edition, the international competition has brought smiles to the faces of thousands of Canadian children. To this day, over 55,000 young Canadian soccer enthusiasts have tried their luck at participating in the major international soccer tournament and in living a unique life experience. In order to

make the event accessible to all 10- to 12-year-olds, Danone covers all costs associated with the tournament.

**About Danone 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. Danone's mission is to bring improved health through food to as many people as possible. Beyond its commercial interest, the company is convinced that eating one yogurt a day can lead to improved health for everyone - keeping in mind that Danone remains true to its scientific approach and firmly believes in the benefits of its yogurts as part of a healthy diet and lifestyle.

For more information, please visit [www.danone.ca](http://www.danone.ca) or [www.facebook.com/danonecanada](https://www.facebook.com/danonecanada).

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