



*Press release  
For immediate release*



## **The 2013 Danone Nations Cup** **London, here we come!**

**Boucherville, Quebec, April 9, 2013** – Danone in Canada is very pleased and proud to officially launch the 14th edition of the Danone Nations Cup, the world's largest international soccer tournament for 10- to 12-year-olds.

“Through the Danone Nations Cup, Danone wants young people to learn the importance of a good nutrition and an active, balanced lifestyle,” explains Anne-Julie Maltais, External Communication Manager of Danone in Canada. “This event is part of Danone's mission, which is driven by the desire to contribute to the health and well-being of children.”

The international final will take place from September 5 to 7, 2013. This year, the 32 countries represented in the tournament will meet in London, the host city of the UEFA Champions League final. "I'm delighted that the players will experience the thrill of playing for the Cup in a city that will host a sporting event of this magnitude," said Dean Howie, Head Coach of Team Canada for the Danone Nations Cup since 2001. "This will motivate them even more to try their best and to outdo themselves, much like the professional athletes we'll see play this May during the UEFA match."

In the coming weeks, the Canadian coaching staff will travel the country searching for 12 young athletes aged 10 to 12 who will represent Canada in Great Britain.

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

Danone founded, and has organized the Danone Nations Cup for the last 13 years. This worldwide competition has helped more than 50,000 young Canadian soccer enthusiasts in trying to achieve their dream of playing in a major international tournament. Danone assumes all expenses associated with the tournament, making the event accessible to all 10- to 12-year-old children.

### **About Danone in Canada**

Danone 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 believes that its actions should be aimed directly at improving the lives of Canadians both today and tomorrow. For more information, please visit [www.danone.ca](http://www.danone.ca).

For more information or to register your child for the next edition of the Danone Nations Cup, please visit the Canadian Web site: [www.coupedanonecup.com](http://www.coupedanonecup.com).

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