



**Press release  
For immediate release**

## 2010 Danone Nations Cup

### Launch of the largest international children's soccer tournament

**Boucherville, Quebec, May 4, 2010 – Danone is proud to announce the launch of the 2010 edition of the Danone Nations Cup, the largest international children's soccer tournament. For the past 11 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 in South Africa from September 30 to October 3.**

#### **A global event for everyone**

Thanks to Danone's sponsorship of the event, thousands of young soccer fans will have the opportunity to showcase their talents and experience the excitement of a major international tournament.

But there's more to the Danone Nations Cup than just the final match. Prior to the big event, a series of training camps are organized and national qualifying matches are held in each of the participating countries. So far, more than 18 million children worldwide have shared in the magic.

For the first time in Danone Nations Cup history, the World Final will be played somewhere other than France. After letting their professional counterparts battle it out for the World Cup, our young athletes will take to the field in South Africa. The great Zinedine Zidane, the Cup's loyal patron, will be attending the event.

The Danone Nations Cup is also committed to children and their health through established sustainable actions in the community. "In Danone's desire to act for the health and well-being of children everywhere, the Danone Nations Cup World final will commit to local organizations and contribute to programs targeted at fighting malnutrition and obesity in each subsequent host country," says Anne-Julie Maltais, director of external communications for Danone in Canada. "Channelling our company values through an international sport like soccer makes perfect sense. Not only do we share similar sportsmanship values such as fun through sport, team spirit and having a common passion, but more importantly, we also share human values like openness to others and respect."

Because Danone chose to postpone the Danone Nations Cup 2009 World Final due to the H1N1 pandemic, teams that qualified for last year's event will be joining this year's finalists. This means that over 1120 children will gather in South Africa to take part in what is sure to be a record-setting final!

## The longest pass in the world

Zinedine Zidane and our young athletes invite everyone to take part in the longest pass in the world to help launch the 2010 edition of the Danone Nations Cup.

### [Watch the video](#)

#### The Danone Nations Cup 2010 in numbers

- ☆ **11th** edition – **40** countries
- ☆ **5** new countries in 2010: **Haiti, Libya, Mozambique, New Zealand** and the **US**
- ☆ **2.5 million children** from 10 to 12 years old
- ☆ Over **25,000 schools** and **20,000 teams** involved worldwide in 2009
- ☆ **1120 players** in South Africa for 4 days (2009 and 2010 editions)
- ☆ **700,000** spectators worldwide and **27,000** spectators in Paris in 2008
- ☆ **250** accredited **journalists** covered the World Final in 2008
- ☆ More than **200 hours** of TV broadcasting worldwide in 2008
- ☆ **2400 articles** written worldwide in 2008

#### The Danone Nations Cup winners

<b>2009</b>	<b>Final delayed until</b>	<b>2006</b>	Réunion	<b>2002</b>	Argentina
<b>2010</b>		<b>2005</b>	Russia	<b>2001</b>	Réunion
<b>2008</b>	France	<b>2004</b>	Spain	<b>2000</b>	France
<b>2007</b>	South Africa	<b>2003</b>	South Africa		

All Danone Nations Cup information is available on its Canadian ([www.coupedanonecup.com](http://www.coupedanonecup.com)) and international ([www.danonenationscup.com](http://www.danonenationscup.com)) websites.

#### 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 believes that its actions should be aimed directly at improving the lives of Canadians both today and tomorrow. 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).