

DANONE NATIONS CUP

World Final
Paris – Parc des Princes
7 September 2008



“Believe in your dreams”

Surprise, innovate! Principles which for 8 years now have brought the Danone Nations Cup to life and supported the dreams of 15 millions of children. The 9th edition continues in this mould, returning by popular demand to Paris Saint-Germain in his mythical stadium of **Parc des Princes in Paris on the 7th September 2008, and with the addition of **6 new countries**. This is an occasion for children from **40 countries** to share the incredible experience of the biggest international football competition for kids from 10-12. As always with the support of it's legendary godfather, **Zinedine Zidane**.**

The 9th Danone Nations Cup will take place on the fields of 40 national stadiums around the world. For 7 months, 5 continents will be alive with football until the winning teams are crowned, ready for the journey to Paris to defend their nation's colours in the World final. In total **40 countries share the beautiful adventure that is the Danone Nations Cup, of which 6 are new:** gypt, Guatemala, Mauritius, India, Qatar and the USA.



Parallel to this incredible growth, the Danone Nations Cup has managed to hold on to it's human and sporting values which, since the start, have made up it's **unique spirit** based on sharing, openness, enthusiasm and the discovery and mixing of cultures. The 2.5 million children live a dream all along the year, in which the most intense moment is without doubt the World Final from the 4th to the 7th September 2008.

For the **800 participating kids**, four days of exchange and passion for football, fair-play and the beautiful game in the mythical theatre of Parc des Princes in Paris.

Reference point for under-12 football, the World Final of the Danone Nations Cup benefits from the agreement of FIFA and the French Football Federation. It is also under the patronage of the Ministries of Health and Sports. It is supported by world **renowned international partners such as adidas, Eurosport, Novotel and Sixt**.

Always active in his role as **ambassador for Groupe DANONE's programs for children**, the ex-world champion brings to the World Final its magical side, which makes the children's eyes sparkle. An incredible relationship has been put in place, which means the children have good reason to believe in their dreams.



Danone Nations Cup

◆ 40 countries

Algeria	Egypt	Island	South Africa
Argentina	England	Morocco	Spain
Austria	France	Mexico	Switzerland
Bangladesh	Germany	Netherlands	Tunisia
Belgium	Guatemala	Oceania	Turkey
Brazil	India	Poland	Ukraine
Bulgaria	Indonesia	Portugal	Uruguay
Cameroon	Ireland	Qatar	USA
Canada	Italy	Romania	
China	Japan	Russia	
Czech Republic	Mauritius	Saudi Arabia	

◆ Danone Nations Cup 2008

- **9th** edition
- **40** countries
- **6** new countries: **Egypt, Guatemala, Maurice Island, India, Qatar, USA**
- **More than 2 500 000 children** aged between 10 and 12
- **More than 35 000 schools** and **20 000 clubs** involved from across the world
- **640 children** in Paris for 4 days
- **700 000** spectators all over the world and **33 000** spectators in Lyon in 2007
- **250 media** accreditation at the World Final
- More than **200 hours** of TV broadcasts all over the world
- **2200 articles** over the world in 2007

◆ Previous winners of the Danone Nations Cup

2007 South Africa	2004 Spain	2001 Reunion Island
2006 Reunion Island	2003 South Africa	2000 France
2005 Russia	2002 Argentina	

◆ Schedule for the Danone Nations Cup

January / June 2008

National Trials

4th to 7th September 2008

Thursday 4th September

Friday 5th September

Saturday 6th September

Sunday 7th September

The World Final – Parc des Princes in Paris

Official Draw

Qualifying phases

Qualifying phases

World Final – Parc des Princes

Press Office

Agathe Deschars / agence olivia payerne

T. +33 1 46 04 08 62 / contact@agence-op.fr

All information on www.danonecup.com

