



PRESS RELEASE

CTE TOURISM LAUNCHES THE THIRD YEAR OF ITS YOUTH FOOTBALL TOURNAMENT, THE CEE CUP 2013

Prague, 14th March, 2013: CTE Tourism, the organizer of the international football tournament for top youth teams (under 19) from Central & Eastern Europe known as the CEE Cup ("CEE"), has announced today the dates of its third annual event. The week-long tournament will start on Wednesday, 24th July and will culminate on the evening of Wednesday, 31st July, 2013.

In order to attract an even wider audience than usual, the organizers plan a few integral changes for this year, with the main focus being on young people, families and, of course, football lovers of any age category. The Grand Final will be held in Prague on the Wednesday evening, rather than Sunday as in previous years, and spectators can expect a great show to accompany the final match. The programme will include entertainment for the smallest kids, competitions, a football freestyle show and a concert, with the main performers being kept secret at this point.

To date, participation has been confirmed by three top Czech clubs, **FK Mlada Boleslav**, the winner for the past two years, **AC Sparta Praha**, and **SK Slavia Praha**. Amongst the foreign clubs will be the best U19 players from **Vasas Budapest** and **Ferencvarosi TC** from Hungary, **ŠK Slovan Bratislava** from Slovakia and of particular interest for this year, **Maccabi Haifa F.C** from Israel.

Roberto De Blasio, Managing Director of CTE Tourism and organiser of the **CEE Cup**, commented:

„This year we aim to create an even greater event than in previous years, with a focus on the Grand Final on the 31st July. Last year’s final was a true spectacle, and as good as any first division senior match, and we hope that with the range of clubs that we are expecting this year, we will see some really fantastic football throughout the event. For the Grand Final we plan to include entertainment for the whole family – kids in the afternoon, parents and young people in the evening and sports fans throughout the whole event, plus we hope to involve a number of big names from both sport and entertainment. For now we are keeping to ourselves who the main performers will be, but the football alone should be enough to tempt everyone out to cheer on the teams!”

As has been the case for the past two years, the tournament will be supported by both FIFA and the FACR. The CEE Cup also prides itself in having a charitable aspect, and gives a considerable percentage of the income received from sponsors and spectators to UNICEF in order to support the UNICEF Schools for Africa project. Last year, in addition to making a significant donation, CTE Tourism also gave UNICEF a great deal of positive publicity through its relationship with the event.



For more information about the CEE Cup 2013 and previous years, please visit the website that is now dressed in a new coat with a brand new logo: <http://www.ceecup.eu>

Ends.

For more information please contact:

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Notes for Editors:

CTE Tourism is a Prague-based full-service destination management company that specialises as an incoming travel agency, tour operator, professional congress organizer and meetings and incentives house. CTE's expertise covers not only the Czech Republic, but also Slovakia, Hungary, Austria, Germany and a number of other capital cities throughout Europe. CTE Tourism offers the whole gamut of services relating to travel and event management.

The CEE Cup is an international tournament for top Central & Eastern European (CEE) youth football club teams. The tournament focuses on „Respect“, „Fair Play“, and „Competitiveness“. The CEE Cup is the perfect opportunity for tournament visitors, managers and other interested spectators to see the football stars of the future.

www.ceecup.eu