



CEE-ing the stars of the future

Central & Eastern European Under-19 Top Teams!

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PRESS RELEASE

GENERALI FOUNDATION ANNOUNCED AS THE TITLE PARTNER OF THE CEE CUP, 2013

Prague, 12th June, 2013 The organisers of the annual youth football tournament in Prague (players under 19 years of age) have announced today that the Generali Foundation will be the title partner of this year's edition. The **GENERALI CEE Cup** begins on Wednesday, 24th July and runs for one week, with 12 teams fighting for a place in the Grand Final that is planned to take place on Wednesday, 31st July. More details about the tournament can be found on www.ceecup.eu and will be updated regularly.

The **GENERALI CEE Cup** is an international football tournament for top youth teams (under 19) from Central & Eastern Europe (CEE). In this, its third year, the organisers are planning an even bigger and better tournament than previous years, with an exceptional line up of teams that includes two 'guest teams' from Israel and Mexico and, of course, Sparta Prague, who is sure to be one of the favourites. A full programme of activities on the day of the Grand Final is also planned, together with some world class football.

Commenting on the Generali Foundation's support of the project, Roberto De Blasio, the Chairman of the GENERALI CEE Cup Organising Committee said:

"In just three years, the tournament has gone from being a grassroots project to an established part of the European youth team footballing calendar, and now, with the support of such a high profile company as Generali, we feel that the possibilities are endless. For me personally, of course, Generali, with its Italian routes and its history of supporting football, is the ideal match, and we are all incredibly excited about this new partnership."

Generali is aware of its important position on the Czech insurance market and the corporate social responsibility towards the public that derives from that position. Through its Foundation, the company supports a range of projects, which contribute to the protection of health, property and the environment. An integral part of the company's strategy is the support of sporting activities, especially children and youth projects.

Talking about Generali's title partnership, Jiri Civka, board member of the Generali Foundation, said:

"The GENERALI CEE Cup fits with the long-term strategy of our Foundation, which is to support sporting projects that help young people to fulfil their potential and, of course, sport is the link to a healthy lifestyle. An important aspect of our support is also the tournament's charitable element, which is to support UNICEF."

As has been the case for the last two editions, some of the proceeds from the tournament are donated to UNICEF's Schools for Africa campaign, as the organisers are keen for the young players to understand early on how important it is for them to support others that are less fortunate.

Since its inception in 2011, the tournament has received the full support of **FIFA** (Fédération Internationale de Football Association). The tournament focuses on "Respect", "Fair Play" and "Competitiveness", all of which are very important for today's youth players. The final game of the **GENERALI CEE Cup** will be broadcast on **TV Eurosport**.

Ends.

For more information please contact:

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Notes for Editors:

The GENERALI CEE Cup is an international tournament for top Central & Eastern European (CEE) youth football club teams, that had its first edition in 2011. Since then the tournament goes from strength to strength and now attracts some of the leading youth teams in Central & Eastern Europe as well as elsewhere. The tournament focuses on „Respect“, „Fair Play“, and „Competitiveness“. The GENERALI 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