



## CEE-ing the stars of the future

Central & Eastern European Under-19 Top Teams!

Prague 24-31 July 2013



### PRESS RELEASE

#### FIFA EXPANDS ITS SUPPORT OF THE GENERALI CEE CUP 2013

**Prague, 18<sup>th</sup> July, 2013** The organising committee of the **GENERALI CEE Cup**, the annual U19 football tournament that takes place in Prague each year, has announced today that, for the second year running, it will have the support of the Fédération Internationale de Football Association ("FIFA") for this year's tournament. FIFA's involvement with the **GENERALI CEE Cup** is part of its "Grassroot Projects" initiative.

FIFA's first involvement with the **GENERALI CEE Cup** was in 2012, and it came about due to the excellent relationship that the **GENERALI CEE Cup** has with the Czech Football Association. As the popularity of the tournament expands, so, too, will FIFA's involvement. This year, the **GENERALI CEE Cup** will have an international team of young referees overseeing every match in the eight-day tournament, and a top-class FIFA trainer and former referee, Fritz Stuchlik from Austria, will attend all of the matches from the first round to the final, in order to give feedback to each of the game's referees.

The attendance of Mr Stuchlik is thanks to the Czech FA's support, and, in particular, the work of Dagmar Damkova, the Chairman of the Referees' Committee of the Czech FA. Talking about this, she said:

*"We were really keen to support the GENERALI CEE Cup as, of course, the more exposure our young players get to international competition, the better they can be. The same applies to young referees, and by having a FIFA instructor on hand at every match, they will all have the chance to hone their own refereeing skills, in much the same way as the young footballers."*

Mr Stuchlik himself went on to say:

*"Nowadays, with football such a global and high profile sport, the game is continually under the spotlight, and the referees, as much as the players, are continually scrutinised. By giving training and feedback to young international referees, we are enabling them to become more professional and successful, which can only help the sport to continue to grow."*

The team of referees during the 2011 tournament included Vojtěch Severýn, a passionate football fan and, by coincidence, a communications specialist at GENERALI PPF Holdings, the holding company of this year's title sponsor, GENERALI. He agrees that the action at the 2012 tournament was fit for the big leagues:

*"The **GENERALI CEE Cup** is a unique tournament for young, almost adult, footballers, who have a real opportunity of joining teams playing in the leagues in Central and Eastern Europe in the near*



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*future. All matches are played at a fast tempo and high level of performance and, for the referees, this summer tournament is also a great opportunity to prepare for the next football season."*

The week-long tournament will begin on the 24<sup>th</sup> of July, and the Grand Final will take place on the evening of July 31<sup>st</sup> at the Viktoria Zizkov Stadium in Prague 3, and will be broadcast live on **Eurosport TV**.

For more information on the **GENERALI CEE Cup**, or to purchase tickets, go to [www.ceecup.eu](http://www.ceecup.eu). For more on GENERALI, please visit [www.generali.cz](http://www.generali.cz).

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](http://www.ceecup.eu)