



CEE-ing the stars of the future

Central & Eastern European Under-19 Top Teams!

Prague 24-31 July 2013



PRESS RELEASE

"GENERALI CEE CUP 2013" KICKS OFF TOMORROW!

Prague, 23rd July, 2013 At a press conference held this morning, Tuesday, 23rd July, the Organizing Committee of the forthcoming international football tournament for top youth teams (under 19) from Central & Eastern Europe known as the **GENERALI CEE Cup**, introduced some of its main partners and discussed in detail the programme and activities that can be expected during the week-long tournament that starts tomorrow, Wednesday, 24th July, 2013.

The press conference was held in the Kempinski Hotel Hybernska Prague and was opened by the Chairman of the Organizing Committee, Roberto De Blasio, who gave a short summary of the tournament schedule and an overview of the teams taking part:

Talking about this, he said:

"This year we are very excited to have two 'guest clubs' joining the line-up, Cruz Azul from Mexico, and Maccabi Haifa from Israel, and we expect great things from some of their players. The CEE teams, however, are unlikely to be outplayed, as they include some of the region's strongest youth teams, including the runner-up from last year's tournament, AC Sparta Prague."

De Blasio went on to thank some of the key people from behind the scenes, including the team from the title sponsors, GENERALI CZE Foundation, and the Mayor of Prague 3, Ing. Vladislava Hujova, who is a huge supporter of the event. Talking at the press conference, Ing. Hujova said:

"I am very glad that football fans from all over Prague 3 will have the opportunity to see the young stars from Europe and elsewhere playing here in our Viktoria Zizkov stadium. Plus, of course, by coming to the final game, the visitors will support UNICEF."

Also speaking was Jiri Civka, Board Member of the GENERALI CZE Foundation and Press Spokesperson of GENERALI CZE who is, he said, just one of many senior GENERALI employees that is a huge football fan. Talking about the GENERALI CZE Foundation's partnership Civka said:

"GENERALI CEE Cup has several angles that make sense for the GENERALI CZE Foundation to support it. I will try to highlight at least a couple of the basic ones. First, we are glad that we can support a meeting of young and talented people who are active in sport and, thanks to that, set an example, not only to their peers. At the same time, we are delighted that the GENERALI CEE Cup has a charity element and supports UNICEF."



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The first match will be held tomorrow, Wednesday, 24th July, from 10:00 am in the Satalice stadium, and will be between Bohemians 1905 and Cruz Azul from Mexico, and this promises to be an exciting start to the whole tournament. First round matches will continue until 26th July, and will be followed by two semi-finals on 29th July and the Grand Final on the evening of Wednesday, 31st July in the Viktoria Zizkov Stadium. The whole match will be broadcast live on **Eurosport TV**. Teams taking part in the **GENERALI CEE Cup 2013** include last year's runner-up, AC Sparta Praha, the two international guest teams and other top youth clubs including SK Slavia Prague and FK Sarajevo from Bosnia-Herzegovina.

Not only does the **GENERALI CEE Cup** give young footballers the chance to play against youth teams from other footballing countries, but it also helps to provide training to young referees during the 'off season'. A particular highlight of this year's **GENERALI CEE Cup** is the additional support that has been given to the tournament by FIFA, in particular its involvement in ensuring that the referees taking part in the tournament are of the highest possible standard. A total of 11 young referees from Germany, Spain, Slovakia and the Czech Republic will be monitored by one of FIFA's senior referee trainers, Fritz Stuchlik, throughout the tournament, with feedback on the game being given to each referee after the match.

As De Blasio said, however, none of the activities that form the **GENERALI CEE Cup 2013** would be possible without its sponsors and partners, who this year include the GENERALI CZE Foundation, Diadora, and Prague 3. However, despite the huge cost of putting on such a tournament, the organizers are keen that it also has a charitable element and for the third year running, the Organizing Committee will again be donating 50% of the proceeds from the sale of tickets for the Grand Final of the **GENERALI CEE Cup** to the UNICEF 'Schools for Africa' project. It has also produced a CD with a song entitled 'We Are Strong Together' that has been sold and distributed to add to the donation.

Talking about this, Pavla Gomba, the Executive Director of the Czech Committee for UNICEF, said:

*"We are very touched that the **GENERALI CEE Cup**, for the third year running, will be giving such a generous donation to our Schools for Africa project, and we love the idea of young players from this region doing what they do best, in order to ensure that funds are raised to support other children and young people that are less fortunate."*

Other speakers at the Press Conference included two of the Czech Republic's biggest football icons, Josef Csaplar and Antonin Panenka, the 'face' of the GENERALI CEE Cup.

The **GENERALI CEE Cup** tournament focuses on "Respect", "Fair Play" and "Competitiveness", all of which are very important for today's youth players, and this year's edition is sure to be an even bigger and better event than last year. The organizers are hoping to fill the stadium and, consequently, raise a great deal of money.

For more information on the **GENERALI CEE Cup**, or to purchase tickets, go to www.ceecup.eu.

Ends.



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For more information please contact:

GENERALI CEE Cup Organising Committee

Roberto De Blasio
Čermákova 7, 120 00 Prague 2
tel: +420 226 804 081, fax: +420 226 539 470
email: r.deblasio@ctetourism.com

Media Agency

JWA Prague s.r.o.
Zdenka Harasíňová
Slezská 63, 130 00 Prague 3
tel: 420 242 454 746
email: zdenka@jwa.cz

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