



## CEE-ing the stars of the future

Central & Eastern European Under-19 Top Teams!

Prague 24-31 July 2013



### PRESS RELEASE

#### THE GENERALI CEE CUP 2013 IS FULL OF ACTION, ENTERTAINMENT AND FIERCE COMPETITION AS IT KICKS OFF ITS THIRD YEAR

**Prague, 25<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, kicked off the tournament yesterday at the Satalice stadium with a very exciting match between Prague's Bohemians 1905, and Mexico's Cruz Azul Football Club (3:1). Not all of the excitement is happening on the pitch, however, with many excited fans competing to come up with the Cup's new slogan and the chance to win a penalty shoot-out against Daniel Zitka from AC Sparta Prague, and a brand new iPad 2!

This competition began on the 1<sup>st</sup> of July this year, when all visitors to the **GENERALI CEE Cup's** Facebook page who clicked "Like" were invited to submit their ideas for a new slogan. As a percentage of the tournament's proceeds go towards UNICEF's 'Schools for Africa' project, the contest's only rule was that all slogans had to include the word "UNICEF". At the end of each of the last three weeks, the best three entries have been chosen and entered into consideration to become the official slogan of the **GENERALI CEE Cup**. All nine winners will receive a complimentary CD of the tournament's official theme song, a commemorative football, and tickets to the Grand Final, where they will be invited to participate in the penalty shoot-out that forms part of the build-up to the match. The official slogan will also be unveiled and the winner presented with an iPad 2.

The Grand Final will take place at the Viktoria Zizkov stadium on Wednesday, 31<sup>st</sup> July. Doors open at 17:30 with kick off at 18:30. During the build up to the final match, spectators will be able to enjoy a show by dancers and musicians who will perform the tournament's official theme song, 'We Are Strong Together', together with Gabriela Urbankova one of the main vocalists, on the pitch.

Roberto De Blasio, the Chairman of the Organising Committee, commented on the tournament:

*"We hope that the Grand Final this year will be even better than last, which will be saying something as last year's final was a true spectacle, and as good as any first division senior match. With the range of clubs taking place this year, we are pretty sure that we can expect some really fantastic football!"*

After the final match, awards will be given to the winners of the "Best Goal Scorer", "Best Goal Keeper" and "Best Overall Player", who will have been chosen from all players participating in the weeklong tournament. Each of the winners will be presented with original plaques made by the acclaimed young Italian sculptor, Christian Loretti. The "Best Goal Keeper" award will be given in memory of Franco Mancini, the famous Italian goalkeeper of the early nineties, who died prematurely in March 2012.



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Mr. Mancini's widow, Chiara Carpano Mancini, commented on her late husband's legacy:

*"The young goalie who is going to receive this award must know the honesty and hard work that he stood for, and the joy that he felt when he was on the pitch. He worked hard his whole life – training during the days, and helping out at his father's bakery in the evenings. It made him a strong and fierce man, but he always wore a gentle smile for everyone around him, as thanks for the wonderful gift of life he had."*

The sculptor of the plaques, Mr. Loretti, has also designed medals for all members of the first, second and third place teams, as well as a specially made trophy for the team that wins the Grand Final. This magnificent trophy is made out of wax and is held in a bronze casting bracket, and embodies the strength, rhythm and freedom of the athletes by using a combination of broken lines and curves. The trophy will be handed to the winning team by a representative from the GENERALI CZE Foundation.

The Grand Final will be broadcast live on **Eurosport TV**. If you would like to attend the event in person, tickets are 99 CZK, and can be bought via SMS. The first 1,500 ticketholders will each receive a free copy of 'We Are Strong Together'.

For more information, please visit [www.ceecup.eu](http://www.ceecup.eu).

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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)