

*[DISTRICT TEMPLATE RELEASE FOR REGIONAL ROUNDS]*

*[INSERT HEADLINE e.g. LOCAL PRIMARY TEAM GETS THROUGH TO THE NEXT STAGE OF THE PRESTIGIOUS DANONE NATIONS CUP FOOTBALL COMPETITION]*

* 2.5 million children worldwide take part in the FIFA approved football tournament, the Danone Nations Cup
* Schools take part in district, county and regional rounds with winners making their way to National Finals
* Over 5,000 boy and girl school teams take part in England

After becoming both district and county champions, [insert school team] from [insert location] will be competing against other county winners in the ESFA Danone Nations Cup Regional Finals on [insert date] at [insert location].

The team fought off tough competition to be able to claim their place within this season’s Regional Finals.

The U11 7-a-side tournament, has seen teams compete through district and county rounds all across England since September, with winners moving onto Regional Finals, taking place in the North, Midlands, South East and South West of England in early 2019.

*[INSERT QUOTE FROM TEAM MANAGER]*

The tournament, which has taken place for ten years, sees approximately 66,000 kids take part across England. Current Premier League players Jonjoe Kenny, Phil Jones and Benik Afobe all previously took part in the prestigious competitions before beginning their professional careers.

Everton FC’s Jonjoe Kenny who played in the Danone Nations Cup tournament in 2010 said;

*“I played in the competition back in 2010 and it was a fantastic experience for me at that time. When I was a young boy I had aspirations of becoming a professional footballer and it was an important step in my development.”*

The tournament is planned for [insert date] at [insert location] and the squads are hoping to make their way to the final stage of the competition at National Finals, due to take place at a prestigious English football stadium in May 2019.

To find out more visit: [www.danonenationscup.co.uk](http://www.danonenationscup.co.uk) / [www.esfa.co.uk](http://www.esfa.co.uk)

**ENDS**

**Notes for editors**

**About Danone Nations Cup**

The ESFA Danone Nations Cup is the world’s biggest international football tournament for 10- to 12-year-olds. From England to Indonesia, China to Mexico, 32 countries participate each year in making the dreams of some 2.5 million boys and girls come true through a unique and unforgettable experience.

**Danone Nations Cup in numbers**

• 1st tournament held in 2000

• Over 3,000 school teams throughout England participated in the 2015/16 season

• 2.5 million children in 32 countries take part in the entire tournament each year

**About the English Schools’ FA**

Since 1904, the English Schools’ FA has been the National Governing Body for Schools’ Football in England, running all national football competitions for schools and districts across the country. National Cup competitions culminate in the staging of National Finals held at various prestigious football stadiums and training grounds from March to June. Previous venues have included Madejski Stadium, Goodison Park and Stoke City’s 365 Stadium.

Working with sponsors such as PlayStation, the Premier League and Danone, the ESFA are able to provide many different opportunities for children at all ages to participate in football in England.

For more information about the ESFA you can visit our [website](http://www.esfa.co.uk) or follow us on Twitter - @SchoolsFootball

**About Danone Ltd**

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company built on four businesses: Essential Dairy and Plant-Based Products, Waters, Early Life Nutrition and Advanced Medical Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its vision -Danone, One Planet. One Health- which reflects a strong belief that the health of people and the health of the planet are interconnected. Building on health-focused categories, Danone commits to operating in an efficient and responsible manner to create and share sustainable value. Danone holds itself to the highest standards in doing business, as reflected by its ambition to become one of the first multinationals certified as B Corp. With products sold in over 120 markets, Danone generated sales of €24.7 billion in 2017. Danone’s portfolio includes leading international brands (Activia, Actimel, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, amongst others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk and Vega).

Listed on Euronext Paris and on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, Vigeo, the Ethibel Sustainability Index, MSCI Global Sustainability, MSCI Global SRI Indexes and the FTSE4Good Index.



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