

THE DANONE NATIONS CUP AND DECATHLON TEAM UP TO CREATE CHANGE THROUGH SPORT!

- Through its Kipsta brand, Decathlon will become the official technical sponsor of the Danone Nations Cup world finals, providing outfits for all participating teams.
- The Danone Nations Cup is launching the #LacesForChange campaign with dedicated laces to be sold on Decathlon's French and Spanish e-commerce channels to provide children in schools in India with safe drinking water.
- At the World Final, a series of innovative activations will encourage the players and spectators to participate in sports and to learn about the importance of sustainability and caring for our planet.



PARIS SEPTEMBER 12, 2019 – The Danone Nations Cup is proud to partner with Decathlon through a series of joint initiatives to encourage children to excellence in sports and to provide access for girls and boys to play football. Kicked off in Spain during the 2019 national tournament, the partnership will go a step further at the Danone Nations Cup World Final in Barcelona, seeing over 700 young girls and boys provided with Kipsta outfits ahead of their matches to represent their countries.

Consumers in France and Spain will also be able to participate and provide positive societal change through the Laces for Change initiative that is spear-headed by the Danone Nations Cup and distributed through Decathlon France and Spain. Encouraging and enabling future generations to partake in sports is a fundamental objective that is at the heart of both the Danone Nations Cup and Decathlon.

THE DANONE NATIONS CUP AND DECATHLON – CREATING CHANGE THROUGH SPORT

During this year's world final in Barcelona, a series of activities will take place with the aim to educate on the importance of practicing sports, sustainability and caring for our environment. These will be led by Decathlon in the Fan Zone at the RCD Espanyol Stadium on the 12th October 2019 where spectators will be reminded of the importance of recycling and the benefits of exercise.

#LACESFORCHANGE – A JOINT INITIATIVE TO PROVIDE FOR WATER ACCESS

Access to safe drinking water for children plays a key role in shaping their future. Nevertheless, one in three schools across the world don't currently have access to safe drinking water. The Danone Nations Cup and Decathlon believe in the importance of safe water access and ensuring that no child limits their future potential and #LacesForChange is our joint catalyst.



#LacesForChange will be on sale through Decathlon's website from September 16th, 2019 in Spain and France. Made from recycled plastic bottles, each purchase of a pair of laces will provide for one child to have safe water access throughout a year in schools across India. This initiative is facilitated by the Watering Minds Foundation whose mission is to provide safe water access in schools in water-stressed areas.

EDUCATING AND CREATING OFF THE PITCH

Fun, interactive activations hosted by Decathlon such as designing future Danone Nations Cup footballs, seeing how football jerseys can be made out of packaging waste and football boot customization stands will be available for players and spectators at the World Final to let their creative flair shine.

« We're proud to partner with the Danone Nations Cup, united through our passion towards making sports more easily accessible to all. At Decathlon, we strongly believe in the power of sport as a catalyst for inclusion, teamwork and building bridges across cultures and communities. More than the official supplier of the competition, we want to be a real partner of this unique event by sharing its values of fair play, team spirit and respect, helping to discover tomorrow's greatest football players. »

Emmanuel CASTIGLIONI
Football Communication Leader



WORLD FINAL IN DANONE'S BIRTHPLACE: BARCELONA

The Danone Nations Cup has taken place across 27 countries engaging a multitude of girls and boys aged 10-12. This year's special double edition will culminate in 56 teams battling it out at the World Final in Barcelona to be held on the 12th October at RCD Espanyol Stadium. Together, the Danone Nations Cup and its partners will act throughout the year through playing football, changing the game and providing positive societal change through action.

FOR FURTHER INFORMATION, PLEASE CONTACT

Danone Nations Cup

Yusuf Laroussi – danonenationscup@bcw-global.com

Learn more on our [Website](#) and follow the tournament on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

Decathlon

Magda Winiarczyk, Xavier Rivoire – media@decathlon.com

Learn more on www.decathlon.media & www.oneblueteam.com

ABOUT DANONE NATIONS CUP – A LIFE-CHANGING EXPERIENCE (www.danonenationscup.com)

The Danone Nations Cup is the world's biggest football tournament for girls and boys aged 10-12 honoring young soccer prodigies from all over the world since its creation in 2000. Each year the Cup starts initially across 27 countries where kids compete in local heats for the chance to represent their country at the World Finals in an iconic stadium. The Danone Nations Cup has always been much more than just a football competition, allowing kids from all over the world to discover new places and cultures and promoting values such as respect, humanism, fair-play and openness. The legendary footballing stars, Carles Puyol is throwing his support behind the Cup, following in the footsteps of Zinédine Zidane who has been backing the competition for over 15 years. To celebrate its longstanding legacy in football excellence, the Danone Nations Cup has unveiled a refreshed purpose in 2019: play football, change the game. With these words, the DNC hopes to inspire tomorrow's generation to go further as World Citizens and catalysts for positive societal change

ABOUT DANONE (www.danone.com)

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in three businesses: Essential Dairy & Plant-Based Products, Waters and Specialized Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its 'One Planet. One Health' vision which reflects a strong belief that the health of people and that of the planet are interconnected. To bring this vision to life and create superior, sustainable, profitable value for all its stakeholders, Danone has defined its 2030 Goals: a set of nine integrated goals aligned with the Sustainable Development Goals (SDGs) of the United Nations. Danone commits to operating in an efficient, responsible and inclusive manner; it 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 more than 100,000 employees, and products sold in over 120 markets, Danone generated €24.7 billion in sales in 2018. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon, Mizone, Oikos, Prostokvashino, Silk, Vega).

ABOUT DECATHLON UNITED (www.oneblueteam.com)

United People of Decathlon

Some say Decathlon is the World Leader in Sport since it is now in 55 countries, on all five continents, employing 92 000 employees.

That is not the way Decathlon people - called Decathlonians - see themselves.

They believe they are outsiders and challengers in a world evolving every day.

They call themselves Teammates with a common and recognizable blue gilet throughout the world. They are focusing on making Sport accessible to the many, by conceiving and creating and producing and distributing innovative sports products and services at an affordable price.

They believe in local actions, anchored in every city, district and neighborhood, led by passionate people such as themselves but working with their local partners, anywhere, anytime.

They also believe Sport can change the world by making people closer, in better health, playing in one world. They also believe that Decathlon is unique in its will power to put its people at the very heart of it all.

