



MADCUP 2023

## **THE WORLD CUP FOR YOUTH CLUBS**

**After the success of the first two years, the third edition will be celebrated from June 23 to 28**

**The tournament continues to break registration records, with one hundred national and international teams from outside the Community of Madrid registered eight months in advance of the tournament**

- **The tournament is a driver of development in sport and tourism, as well as cultural and economic development in the Community of Madrid, with its epicenter in Alcalá de Henares, a World Heritage City supported by the World Tourism Organization**
- **Six hundred teams and 12,000 participants will gather at MADCUP 2023 to play more than 1,700 matches**
- **The tournament app will once again receive a significant increase in downloads**
- **Teams that complete registration before December 1, 2022 will receive a discount on the registration fee**

Madrid, November 3, 2022. – **MADCUP** is exceeding its highest expectations for the celebration of the next edition from June 23 to 28, 2023. The tournament is already the youth educational soccer event with the greatest global outreach since its creation in 2021, and its position as such is solidified by having already registered more than one hundred international and national teams from outside the Community of Madrid since the opening of registration, announced in mid-September, eight months before the tournament will take place. The teams that confirm their registration before December 1, 2022, will have priority for participation and will benefit from the best travel planning conditions. To register, clubs must fill out the **pre-registration form** (<https://www.madcup.es/en/pre-registration-form/>), including the details of the club and teams that will participate in each category.

In two years, over one thousand teams and seventeen thousand players, boys and girls, from twenty countries have participated and competed in more than three thousand matches. The scale is extraordinary, with considerable growth achieved in only two editions and an enormous numbers of facilities, fields, and residences made available: 29 venues and 60 fields in June 2022. The tournament successfully met the logistical challenge of conforming with the NATO Summit.

**MADCUP 2023** has already begun its preparations to take place next year. It will once again be a celebration of the end of the school year. It will emphasize its international focus with the participation of teams from all over the world. The interest aroused has already led to teams such as **América** from México, **River Plate** from Argentina, **Fenerbahçe** from Turkey and **Wolverhampton** from England to register for the third edition, which is expected to break all past participation records. Along with many other international clubs, they will face the best Spanish teams in their categories. In 2022, teams from Australia, Chile, Colombia, South Korea, United Arab Emirates, United States of America, France, Italy, Israel, Japan, Mexico, Palestine, Peru, Portugal, Puerto Rico, United Kingdom, Sweden, Turkey, and Venezuela participated, with teams such as Porto, PSG, Tigres or Fenerbahçe competing against **Real Madrid, Atlético de Madrid, Getafe, Alcorcón, Leganés, Levante, Celta** or **Real Valladolid**, to name a few, among a total of 546 teams.

During the six days of competition, matches will be played in 16 categories: from U-7 to U-16, male and female, as well as U-19 categories. The competition will kick off on Friday, June 23 with the group phase matches

played amongst 4 or 5 teams in a round-robin format that will conclude on Monday, June 26. The two best teams in each group will compete for the MADCUP Gold, the next two for the Silver and the remaining for the Bronze in the last two days of the tournament, which will include the playoffs, semifinals and finals. The Gold finals will have VAR from the Spanish Football Federation and will be broadcast on television and online streaming for the whole world to view.

It is already (in only two years) one of the biggest and best youth tournaments in the world, a comprehensive project, strongly supported by the Community of Madrid, from its areas of Culture, Tourism and Sport, as well as the World Tourism Organization, which included **MADCUP** as a reference activity in Sports Tourism for 2022. During the competition, matches were played in venues in Alcalá, like the Ciudad Deportiva del Atlético de Madrid, Valdebebas, the sports city of Real Madrid, Torrejón de Ardoz, Paracuellos del Jarama, Alcobendas, San Sebastián de los Reyes, Tres Cantos and, of course, Madrid. The involvement of their city council has been fundamental, as has been the involvement of the University of Alcalá, the Madrid Football Federation, PROLIGA, and all the sponsors and collaborators.

### **Celebration Ceremony at the Cívitas Metropolitano Stadium**

Within the program of the Tournament, as will be the case in **MADCUP** 2023, the celebration ceremony took place at the Cívitas Metropolitano Stadium, which was attended by Enrique Cerezo, president of Atlético de Madrid, Marta Rivera, Minister of Culture, Tourism and Sport of the Community of Madrid, Paco Díez, president of the Real Football Federation of Madrid, José Vicente Saz, President of the University of Alcalá de Henares, Alberto Tomé, Vice-Minister of Culture, Daniel Martínez, Vice-Minister of Culture, Tourism and Sport of the Community of Madrid, in addition to several mayors and councillors of city councils that have been venue of the tournament, as well as other authorities involved in this project. The tournament has the presence of major sports figures such as **David Villa, Juanfran Torres, Virginia Torrecilla, Fernando Torres** or **Miguel Ángel Muñoz**. All together these participants paraded on the pitch of the Metropolitano.

## **SPORT, EDUCATION AND VALUES**

The tournament will once again promote family and sporting values, prioritizing the health and well-being of the players. And, as the first and second edition focused on respect for the referee and the coach, respectively, the third edition will emphasize respect for the opposing team.

**MADCUP** underscores the importance of education in a healthy lifestyle. In this way, the organization is sponsored by brands linked to the world of health in sports, such as Bristol Myers Squibb. Additionally, the high temperatures of this time of year and the inland, dry climate of the Community of Madrid urged many participants to enjoy bananas supplied by Plátano de Canarias and to protect their skin from the summer sun. With the help of Bristol Myers Squibb and La Roche Posay, participants, family members and staff scored a goal against the sun, protecting themselves from its rays. Finally, there was a vital hydration break, where Solán de Cabras helped to ensure the health and wellness of the participants.

## **ABOUT**

**MADCUP** is an **international tournament** that positively impacts the tourism and economy of Spain. Its objective is to become the biggest and best tournament of its kind in the world. It counts on the collaboration of the **Atlético de Madrid Academy**, the **Real Football Federation of Madrid (RFFM)**, **PROLIGA** (which brings together around 250 non-professional soccer clubs), the **Community of Madrid** (Department of Sports, Culture and Tourism) and the City Councils of Alcala de Henares, Torrejón de Ardoz, Meco, Paracuellos del Jarama, Alcobendas, San Sebastian de los Reyes, Tres Cantos and of course, the city of Madrid. It is a project strongly supported by many businesses, such as the pharmaceutical company **BRISTOL MYERS SQUIBB**, which responds to the objectives of the Spain Entrepreneurial Nation Strategy, for the Recovery and Economic Transformation for Sport, Tourism and Creative and Cultural Industries, and its integration in the areas of Youth, Education, Sport and Tourism. Since 2021, it has been recognized by the Superior Council of Sports as an Event of Exceptional Public Interest, and last year was also sponsored by the bus company **EMT** for its 75<sup>th</sup> anniversary.

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### MVP



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