



## MADCUP APPEARS IN FRONT OF THE EUROPEAN PARLIAMENT AS AN INTERNATIONAL SUCCESS STORY AFTER ITS STRONG GROWTH IN THESE TWO EDITIONS

- The touristic-sporting impact, the values and international scope that MADCUP represents has provoked a high interest for the international competition amongst the European Parliament.

Madrid, 9 December- MADCUP continues with its international stops, this time at the European Parliament in Brussels. Maria Guadalupe, MADCUP International Director, has taken part in the European Parliament, where she had the opportunity to present the sport project to different prominent figures, from 367 municipalities and regions around the world, that were present at the ACES Europe Sport Awards.

MADCUP has achieved the position as one of the biggest national and international youth football tournaments, arousing the interest of the European Parliament, due to its touristic and sporting impact, which is reflected in the fact that 10.000 players gather in the Community of Madrid in a competition that embodies values like sportsmanship and respect as a basic element of the tournament. For this third edition, a record breaking attendance of federated and professional teams from both Spain and abroad is expected, quite an achievement considering the youth of this event which has only been held for two prior editions.

Currently, the third edition of the tournament, which will take place in the Community of Madrid, has confirmed teams of the highest competitive level from 20 different countries. Among the clubs already announced by the

organizers are Fenerbahçe of Turkey, América of Mexico, Tigres of Mexico, Benfica of Portugal and Wolverhampton of England.

**MADCUP** is not only an international youth football tournament, but also a model for international sport that has attracted thousands of players, technical staff, family members and fans to the Community of Madrid. In the third edition, **MADCUP** has developed a strategic relationship with the biggest youth soccer tournament in the United States, Dallas Cup, with the intention of promoting both international tournaments and encouraging tourism and investment between the Community of Madrid and Dallas, Texas. The goal is to grow hand in hand through diversity, education and community engagement, all while promoting sports-based tourism and the opportunities offered by the Dallas and Madrid regions.

Education in core values is one of the fundamental principles of **MADCUP**. The organization focuses on education and culture and on how sport has the capacity to transmit important lessons such as empathy, companionship, equal opportunities, self-improvement, effort, cooperation and respect for oneself and for others.

In addition, **MADCUP** is one of the youth football tournaments that most promotes and strengthens women's football, having been awarded for this in Alcalá de Henares this past 2<sup>nd</sup> of December.

## **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.

For more information:

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