



MADCUP IS RECOGNIZED FOR THE PROMOTION AND EMPOWERMENT OF WOMEN'S FOOTBALL AT THE VIP DEPORTIVO AWARDS GALA.

- Javier Sanchez, sports director of MADCUP and Valentina Martinez, head of women's soccer, have been in charge of collecting the award.
- The awards gala took place today, December 2, at 18:00h in Alcalá de Henares.

Madrid, December 2 - MADCUP has received this afternoon the award given by the newspaper Vip Deportivo to the promotion and empowerment of women's football for the work done by the tournament in the MADCUP 2022 edition. The award was collected on behalf of MADCUP by Javier Sanchez, sports director, and Valentina Martinez, responsible for women's football.

The second edition of the National Sports and Journalism Awards Gala, which took place this Friday, December 2 in the Assembly Hall of the Antiguo Hospital de Santa María La Rica (Alcalá Henares, Madrid), was sponsored by Madrid Patherns, a club for technical training and selection of players from all over Spain for tournaments.

MADCUP is more than an international youth football tournament, it is a symbol of education, competition, equality and values. One of our main objectives is to transmit to the youngest players the indispensable values and principles of sport, such as sacrifice, honesty, respect, fellowship, tolerance and equal opportunities.

The organization has focused in all our editions on the importance of women's football and the need to promote it, make it visible, promote it

and strengthen it as a future opportunity for those players who dream of becoming professional players.

Last year MADCAP achieved 88 participating women's teams, and this year we continue working to increase this participation and consolidate our position as the international tournament as a reference of women's football.

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 75th anniversary.

For more information:

Zenit Communication Press Department of **MADCUP**

Luna Herrero Blanco

Luna.herrero@madcup.es

Phone: +34 661821369

zenit@zenitcom.com