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- MADCUP will be present at the United Soccer Coaches Convention in Philadelphia, one of the largest coaching meetings in the U.S. market, which will be held from January 11 to 15, 2023.
- For this third edition, a firm commitment is being made to the internationalization of the tournament, so much so that MADCUP in just two editions has managed to reach more than 60 countries.
- 600 teams and 12,000 participants will gather at MADCUP 2023 to play more than 1,700 matches.

Madrid, January 10, 2023. MADCUP, the international grassroots soccer tournament taking place in Madrid, Spain from June 23-28, 2023, will be at the United Soccer Convention in Philadelphia from Wednesday, January 11 through Sunday, January 15, 2023 at the tournament's dedicated booth.

MADCUP in only two editions has achieved an extraordinary projection of growth and internationalization, so much so that MADCUP had the opportunity to present its project to the European Parliament in Brussels as a success story on December 6, 2022.

In the last edition of 2022, MADCUP was attended by 540 teams from more than 20 different countries. For this third edition, MADCUP 2023, it is estimated that more than 600 teams, 12,000 players and more than 1,700 matches will participate. Among the clubs that have already confirmed their attendance are América from Mexico, River Plate from Argentina, Fenerbahçe from Turkey and Wolverhampton from England. MADCUP 2023 will take place in Madrid between June 23 and 28,

2023 with its main venue at the Ciudad Deportiva del Atlético de Madrid Alcalá de Henares.

MADCUP is making a firm commitment to increase its position and international projection. Pursuing this goal, it has reached a strategic alliance with the Dallas Cup to enhance both international events and promote exchange and sports tourism between Dallas, TX (USA) and Madrid (Spain).

In addition to this strategic alliance, MADCUP has had the opportunity to present the project to sixteen international clubs of the highest level during the U11 Can Bartu International Tournament, some of the teams that MADCUP has been able to address have been; FC Internazionale Milano, Juventus FC, CSKA Sofia, Neftçi Bakü PFK, Fenerbahçe Spor Kulübü, Beşiktaş Jimnastik Kulübü.

MADCUP is more than an international grassroots soccer tournament, the organization focuses on education and culture and how sport has the ability to transmit important intangibles such as empathy, companionship, equal opportunities, self-improvement, effort, cooperation and respect for oneself and others.

The press accredited to the event will be able to obtain more information about MADCUP during the United Soccer Convention in Philadelphia by visiting the specific stand of the MADCUP organization or by visiting our website <https://www.madcup.es/en/home-2/>

## ABOUT

MADCUP is an international grassroots soccer tournament that has a very positive impact on Spain's tourism and economy. Its objective is to become the biggest and best tournament of its kind in the world. It has the collaboration of the Atletico de Madrid Academy, the Royal Football Federation of Madrid (RFFM), PROLIGA (which brings together around 250 non-professional soccer clubs), the Community of Madrid and the City Councils of Alcala de Henares, Torrejon de Ardoz, Meco, Paracuellos del Jarama, Alcobendas, San Sebastian de los Reyes, Tres Cantos and of course, the city of Madrid. A project strongly supported by companies such as the pharmaceutical Bristol-Myers Squibb, and many others. It counted since 2021 with the recognition of the Superior Council of Sports as an Event of Exceptional Public Interest.

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