

MADCUP is honored to officially present its III Edition

- **MADCUP** 2023 will incorporate an inclusive tournament in its competition.
- 600 teams, 12,000 players, 24,000 families and more than 120,000 spectators will participate in this edition in which 1,600 matches will be played.

Madrid, February 8, 2023-MADCUP (23 to 28 June), the international youth football tournament held in Madrid, has introduced its third edition to the media in the presence of Enrique Cerezo, President of Atlético de Madrid, who has defined the partnership between the Atlético de Madrid Academy and **MADCUP** as "Our academy, which is one of the best in the world, is now partnering with what is already one of the best tournaments in the world together with the Madrid, Spanish and international clubs".

José Ortiz, Director of **MADCUP** announced today that this year's edition will feature an inclusive football competition in collaboration with Femaddi, the Madrid Sports Federation for people with intellectual disabilities. This competition will include 8 matches; 4 semi-finals, 2 matches for 3rd and 4th place and two finals. **MADCUP** has thus become the first tournament in terms of number of federated teams to carry out an inclusive football competition.

MADCUP, in only just two editions, has managed to achieve an outstanding projection of growth and internationalization, to the extent that with still four

months to go, it has already registered **more than 100 teams from over 30 different countries**, according to María Guadalupe, Director of International Relations. For the 2023 edition, it is expected that **more than 600 teams will participate, 12,000 players, more than 1,600 matches will be played and it is estimated that there will be more than 120,000 spectators**. Among the clubs that have already confirmed their participation are **Tigres and América** from Mexico, **River Plate** from Argentina, **Fenerbahçe** from Turkey, **Wolverhampton** from England, **Soccer Elite Academy** from Canada, **Lusaka Youth Soccer Academy** from Zambia, **ASMO** from Algeria, **Girondins de Bordeaux F.C.** from France and **Juventus of Turin**. For this edition, two new categories will be included; boys U7 and U19. In the U-19 category, River Plate is confirmed as a participant, although the organization is working on the presence of Boca Junior in order to enjoy in **MADCUP 2023** the Argentinean derby in its youth categories.

The internationalization of the tournament has been and remains one of the main objectives of **MADCUP**, to this end, a series of growth and projection strategies have been developed, such as the **strategic alliance with the Dallas Cup** with the objective of strengthening both international events and promoting the exchange and the sports tourism between Dallas, Texas (USA) and Madrid (Spain). Through this commitment to internationalization, **MADCUP** had the opportunity to present its sports project as a **success story to the European Parliament in Brussels**. **MADCUP** was also present at **the United Soccer Coaches Convention**, the biggest event for coaches in the American market, which took place in Philadelphia.

In addition to improving the international figures and positioning, **MADCUP** has been able to increase its national presence by registering a greater number of teams enrolled for this new edition with still four months remaining.

Another of the objectives that **MADCUP** 2023 continues to pursue is the promotion and encouragement of women's football. For this edition, the participation of women's teams from Canada, Mexico, Finland and the United States have already been confirmed, as María Guadalupe, Director of International Relations, announced today at the presentation.

This sporting event manages to gather thousands of football players and their families in the Community of Madrid, which has an estimated economic impact on tourism in this region of 14 million Euros and makes Madrid an international point of reference for diversity and multiculturalism.

MADCUP is more than just an international youth football tournament, the organization will put its **focus once again this year on the education and culture** and how sport has the ability to transmit important core values such as empathy, teamwork, equal opportunities, overcoming personal challenges, effort, cooperation and respect for oneself and for others.

Official presentation of MADCUP 2023 for clubs and institutions

Tomorrow, February 9th, the official presentation of the III Edition will take place in the Auditorium of the Atlético de Madrid stadium Cívitas Metropolitano at 19:00h. During the event we will have the presence of Enrique Cerezo Torres, president of Club Atlético de Madrid, the ambassadors of **MADCUP**, Juanfran Torres, David Villa, Koke Resurrección, and Merel Van Dongen, the football players Sonia Majarín and Pablo Barrios. We will also count with the important institutional support of José Luis Martínez-Almeida, Mayor of Madrid, Marta Rivera de la Cruz, Councillor for Tourism, Culture and Sport of the CAM, Daniel Martínez, Vice-Minister of Tourism and Culture, Alberto Tomé, Vice-Minister of Sports, Fernando Benzo, General Director of Sports, Andrea Levy, Delegate of Culture, Tourism and Sports of the Madrid City Council, Sofía Miranda, Councillor of the Sports Area, Alicia Martín, General Director of Sports and Francisco Díez Ibáñez, President of the Football Federation of Madrid. The presentation will be guided by Javier Callejo, Head of Sports of Telemadrid.

This year, the official presentation will not only feature the participation of personalities from different areas, but will also have a solidarity dimension thanks to the participation of young people from the Prodis Foundation, a non-profit institution that has been supporting people with intellectual disabilities for more than twenty years to enhance their quality of life by assisting them in their personal development and their social and occupational integration. Not only will they be attending the presentation of the tournament, but they will be also helping in the organization of the event, accompanying all the guests and handing out the various awards that will be given.

ABOUT

MADCUP is an international youth football competition that has a major positive impact on Spain's tourism and economy. Its purpose is to become the biggest and most prestigious tournament of these characteristics in the world. It is supported by the Atlético de Madrid Academy, the Spanish Football Federation (RFFM), PROLIGA (which brings together around 250 non-professional football 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. A project strongly supported by companies such as the pharmaceutical company Bristol-Myers Squibb, and many others, which complies with the objectives of the Spain Entrepreneurial Nation Strategy, for the Recovery and Economic Transformation for Sport, Tourism and the 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, it was sponsored by the bus company EMT on the occasion of the 75th anniversary of this municipal transport company.

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