

MADCUP FOOTBALL MADRID CELEBRATES ITS 5th ANNIVERSARY AND PRESENTS ITS MOST INTERNACIONAL EDITION

- Over 40,000 participants and 7,360 matches played throughout its four editions
- The 52 countries represented consolidate its international and multicultural character



Madrid, February 14th, 2025 – MADCUP FOOTBALL MADRID, the great international youth football tournament for boys', girls' and inclusive teams, celebrates its fifth anniversary with the official presentation of its upcoming edition, which will take place from June 20 to 25, 2025 in the Community of Madrid. The event held at the auditorium of the Riyadh Air Metropolitano Stadium of Atlético de Madrid, reaffirms MADCUP FOOTBALL MADRID as a global benchmark not only in sports but also in education, tourism, and the promotion of core values.

The ceremony was hosted by **Javier Callejo**, Sports Director at Telemadrid, and opened by **Enrique Cerezo**, President of Atlético de Madrid, who highlighted the tournament's exponential growth in just four editions. He also emphasized how MADCUP has evolved beyond mere competition to become a driver of tourism,

education, and a healthy lifestyle. Atlético Madrid player **Rodrigo de Paul** sent a special message congratulating the organizers and encouraging young footballers to take part in this unique experience.

Pepe Ortiz, General Director of MADCUP, provided insight into the tournament's evolution and future prospects, emphasizing the organizing team's dedication to ensuring the highest quality both on and off the field. Meanwhile, **María Guadalupe**, Director of International Relations at MADCUP, pointed out the diversity and cultural richness brought by the participation of teams from over 50 countries, as well as the tournament's commitment to girls' football and inclusive sports. In this regard, **Andrea Medina**, professional player for Atlético de Madrid, praised the tournament's quality and the valuable opportunity it offers to new generations.

The event also featured a roundtable discussion with representatives from companies and institutions that have supported the tournament since its inception:

- **Sandra Orta**, General Manager of the biopharmaceutical company Bristol Myers Squibb for Spain and Portugal, highlighted the company's mission to **transform lives through science while promoting a comprehensive approach to healthcare**, in which prevention through sport plays a fundamental role. She explained that the partnership with MADCUP aligns with the goal of improving people's lives by fostering healthy habits from an early age. Additionally, she highlighted the company's promotion of sports programmes for its employees, reaffirming its commitment to wellness inside and outside the organisation.
- **Bartos Cañete**, CEO of Interactvty, underscored the role of technology in democratizing grassroots sports, facilitating their development and expansion. He also highlighted the value and impact of MADCUP TV, a second-generation OTT platform, which has reached an extraordinary audience in more than 150 countries during the competition.
- **Judith Piquet**, Mayor of Alcalá de Henares and President of the Madrid Federation of Municipalities, emphasized MADCUP's impact on promoting both sports and tourism in the Community of Madrid and its municipalities, as well as its role in driving investment and job creation in the region.
- **Ion Vilcu**, Director of Affiliate Members at UN Tourism, highlighted the connection between culture, tourism, and sport, noting the interest

MADCUP has generated in over 50 countries due to its innovative and multidisciplinary approach. UN Tourism regards MADCUP as a strategic project and model of high-quality family sports tourism.

The event was attended by **Alfonso Sánchez**, Managing Director of EMT; **Mariano González**, CEO of Canal de Isabel II; and **Nacho Trujillo**, CEO of OWQLO. The evening also featured a spectacular musical performance by **Pablo Navarro** and his band, who captivated the audience with a special selection of songs and an outstanding stage production.

As a tribute to their fundamental role in the tournament's success, MADCUP honored the 30 local clubs that have participated in all four editions. The tribute was presented by Paco Díez, President of the Madrid Football Federation (RFFM) and Vice President of the Royal Spanish Football Federation (RFEF). Among the clubs in attendance were representatives from Real Madrid and its Foundation, Getafe, Leganés, Rayo Vallecano, and Madrid Club de Fútbol Femenino, as well as other Madrid-based clubs that have participated in every edition. Additionally, national and international clubs, along with diplomatic missions from more than fifteen countries, took part in the presentation.

The event concluded with speeches by **Alberto Tomé**, General Director of Sports for the Community of Madrid, and **Almudena Maíllo**, Councilor of Tourism at Madrid City Council, who reaffirmed the institutional support for MADCUP as a key event for the region's sports and tourism development.

ABOUT:

MADCUP FOOTBALL is the largest international federated youth football tournament, renowned for its significance and global reach in the field of youth sports. The event is primarily supported by the Community of Madrid (Department of Tourism, Culture, and Sports), and UN Tourism. It also benefits from the support of the municipalities of Madrid, Alcalá de Henares, Torrejón de Ardoz, San Fernando de Henares, Paracuellos de Jarama, Pozuelo de Alarcón, Majadahonda, Alcobendas, Las Rozas, and Leganés.

The Atlético de Madrid Academy, the Madrid Football Federation (RFFM), the Royal Spanish Football Federation (RFEF), PROLIGA, ADESP, and UFEDEMA are also key collaborators in this initiative.

The tournament is backed by companies and organizations such as the biopharmaceutical company Bristol Myers Squibb, the Madrid Municipal Transport Company (EMT) and Canal de Isabel II. It aligns with the objectives of the Spain Entrepreneurial Nation Strategy for Economic Recovery and Transformation in Sports, Tourism, and the Creative and Cultural Industries, and its integration with Youth, Education, Sports, and Tourism.

Since its inaugural edition in 2021, MADCUP has been recognized by the Spanish High Council for Sports (CSD) as an Event of Exceptional Public Interest (AEIP), further solidifying its position as a global benchmark in youth sports.

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