



London hosts Danone World Finals

By Hosea Mothel

The 14th Danone Nations Cup World Final will be kicked off in London on September 7.

This lucrative U12 soccer extravaganza is in its knockout stage with teams battling to qualify for the national finals.

Organised by Danone South Africa and approved by the South African Schools Football Association (SASFA), the tournament has always proved fruitful and was launched in 2000, aiming

to reach as many pupils as possible to bring health through food and sport to millions of children throughout the world.

South Africa is the only country to have won the tournament three times - in 2003, 2007 and 2009 - and will again be one of the 40 countries to compete in this prestigious event.

This tourney is built on four fundamental pillars which are fair play, openness, accessibility and passion for the game and promotes healthy habits and encourage the youth to believe in their

dreams.

It's preliminary rounds take place in Gauteng and other provinces with the round robin format which will produce winning teams from each region, to compete in the national final.

The winning team will then compete in the prestigious International Danone Nations Cup representing South Africa in the process.

Through this tournament, youngsters show a great deal of soccer display at a young age and get to be developed from grassroots level, and get

a chance of playing overseas and meet some of their heroes.

The success of this competition sees over 2.5 million children taking part in this event every year.

It was organised not just for teams to win but for the players to enjoy the game and share their experience.

Former Real Madrid and France legend, Zinedine Zidane is tournament ambassador and will be attending the games in London.



Children compete in the Danone Nations Cup competition.