



CUPRA Next Gen Cup kicks off

## CUPRA brings together the biggest digital football platforms in a charity tournament at Camp Nou

- > Digital football platforms 433, Soccerbible, Bestoffootball and Freekickerz will compete on the Camp Nou pitch in the first edition of the Next Gen Cup
- > The teams, made up of platform members and fans, former players and football legends, FC Barcelona fans, employees and CUPRA ambassadors, will be able to see the new CUPRA Born on the sidelines
- > FC Barcelona's Ansu Fati has been in charge of the draw to determine the fixtures
- > The winner will choose between two locations in the province of Barcelona to activate the CUPRA and the Cruyff Foundation's solidarity initiative, "Building Futures", which aims to transform a group of young people at risk of social exclusion into local sporting heroes

**Barcelona, 01-06-2021** - CUPRA continues its commitment to creating experiences around its brand. Tomorrow Wednesday June 2, the automotive brand will host the first edition of the CUPRA Next Gen Cup, a unique solidarity football tournament, at Camp Nou. The competition will be a unique experience for lovers of the game as it brings together the four main football platforms on social networks: 433, Soccerbible, Bestoffootball and Freekickerz.

Each of the four teams will be made up of seven renowned platform members, two fans chosen by draw, two fans selected by FC Barcelona, a CUPRA ambassador and a CUPRA employee. For this special occasion, Ana-Maria Crnogorčević, FC Barcelona footballer and CUPRA ambassador in Switzerland; Aitana Bonmatí, FC Barcelona player too and Cruyff Foundation ambassador, and former footballers and legends including Ronald de Boer, David Bellion or Demy de Zeeuw will take part in the tournament. The winning team will be able to choose between two Cruyff Courts in the province of Barcelona to activate CUPRA and the Cruyff Foundation's solidarity initiative "Building Futures", which aims to transform a group of young people at risk of social exclusion into local sporting heroes. The locations to choose from are the Cruyff Court Sergio Busquets, located in Badía del Vallés, and the Cruyff Court Jordi Alba, in Hospitalet de Llobregat.



This is a unique experience, giving all participants the opportunity to play on the field of their dreams. CUPRA ambassador and FC Barcelona striker Ansu Fati has been in charge of the draw to decide the games' fixtures. The tournament consists of two semi-final matches, a consolation match, and a grand final to determine the winning team.

"We are excited to continue creating experiences around the brand and there is no better place to do it than at Camp Nou, the heart of FC Barcelona, of which CUPRA is an official partner. With this charity tournament we want to transmit the competitive spirit and passion of the digital world to the field of play, attracting the best social media platforms and, as always, inspiring the world from Barcelona," said Antonino Labate, CUPRA's Director of Strategy, Business Development and Operations. "In addition, thanks to the collaboration with the Cruyff Foundation, CUPRA and the winners of the CUPRA Next Gen Cup will be able to help transform and boost the dreams of young people at risk of social exclusion through sport."

With the CUPRA Next Gen Cup, the brand aims to get closer to football fans and offer them a completely new experience alongside FC Barcelona. The tournament will be broadcast live from 3 pm on Barça's official Youtube, Facebook, Twitter and Twitch channels and will be carried out directly with the 'Barça Live' programme team, an original content created by FC Barcelona in which the premier league team matches are narrated live throughout the season, which also offers pre- and post-match coverage. In keeping with the dynamics of 'Barça Live', tomorrow's programme will feature preview content as well as a live broadcast of the match in a multi-screen format and connections with FC Barcelona presenters commenting on the plays from the pitch, and will close with interviews with the players.

To mark this occasion, last Friday 28 May FC Barcelona held a draw to select two lucky fans to compete in the CUPRA Next Gen Cup. In addition, followers of the four competing platforms will be able to interact before, during and after the event through each of the social networks.

### **Solidarity drive for young people**

For the first edition of the CUPRA Next Gen Cup, the brand has joined forces with the Cruyff Foundation to activate the "Building Futures" charity project. Thanks to this initiative, a group of 15-19 year-olds will have the opportunity to train and become coaches and local role models for young generations, leading and encouraging the organisation of sports activities in the community and at the Cruyff Court in their neighbourhood. In this tournament, the winner will choose between the Cruyff Court Sergio Busquets, located in Badía del Vallés, and the Cruyff Court Jordi Alba, in Hospitalet de Llobregat.

Through this community programme, the selected young group will train with the Cruyff Foundation for eight weeks, focusing on topics such as planning, finance and project development, to prepare them for organising sporting events for children in the



neighbourhood. In this way, they will have the opportunity to discover and develop their talents, acquire new skills and knowledge, and at the same time help their community.

### The Cruyff Foundation

For more than 20 years, the Cruyff Foundation has used sport to help children and young people in need. With projects such as the Cruyff Courts, Patio14 and sports initiatives for children with disabilities, the charity gives children and young people the opportunity to practice sports and exercise.

CUPRA is an unconventional challenger brand based on stimulating style and contemporary performance that inspires the world from Barcelona with progressive cars and experiences. Launched in 2018 as a stand-alone brand, CUPRA has its own corporate headquarters and a racing car workshop in Martorell (Barcelona), in addition to a network of specialized points of sale around the world.

In 2020, the brand maintained its upward trend with an 11% growth and 27,400 vehicles sold, thanks to the strong performance of the CUPRA Ateca and the CUPRA Leon as well as the market entry of the CUPRA Formentor, the first model uniquely designed and developed for the brand. In 2021, CUPRA aims to prove that electrification and sportiness are a perfect match with the launch of the plug-in hybrid versions of the CUPRA Formentor and its first 100% electric model, the CUPRA Born. The CUPRA Tavascan will be the brand's second all-electric model and will reach the market in 2024.

CUPRA will participate this year in the off-road electric SUV's competition Extreme E. Moreover, it is also FC Barcelona's official automotive and mobility partner and World Padel Tour's premium sponsor. The CUPRA Tribe is made up of a team of ambassadors who share the brand values, such as the German goalkeeper Marc ter Stegen, the football rising star Ansu Fati, Hollywood actor Daniel Brühl, Swedish driver Mattias Ekström and four of the best padel players in the world, among others.

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