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**Danone football cup for cHILDREN**

**Regional Press releases**

**April 10 2019.**

**Prepared by: Premier Hungary Communications**

**2019.04.11.**

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| **MÉDIA**: | duol.hu | **MEDIA SPECIFICS** | |
| **DÁTE**: | 10.04.2019. | **TYPE:** | Online |
| **PAGE:** | - | **REACH:** | 100 000 |
| **AD VALUE (HUF)** | 300 000 | **FREQUENCY:** | - |
| **HEADLINE:** | Danone Nations Cup: The national finals will be at stake | | |
| **SUMMARY:** | In recent years, the proportion of overweight and obesity amongst Hungarian children has halted, but still every third child aged around 10 has some overweight. In this age however, the intake of calcium, which is responsible for the growth of bones is critically low, and the vegetable and fruit consumption is also far below the ideal amount in a quarter of all children– reveal a study made by Danone and the National Association of Hungarian Dieticians. This is why Danone launches the Danone Nations Cup for Children, the largest football cup for children aged 10-12, recognised by FIFA. | | |

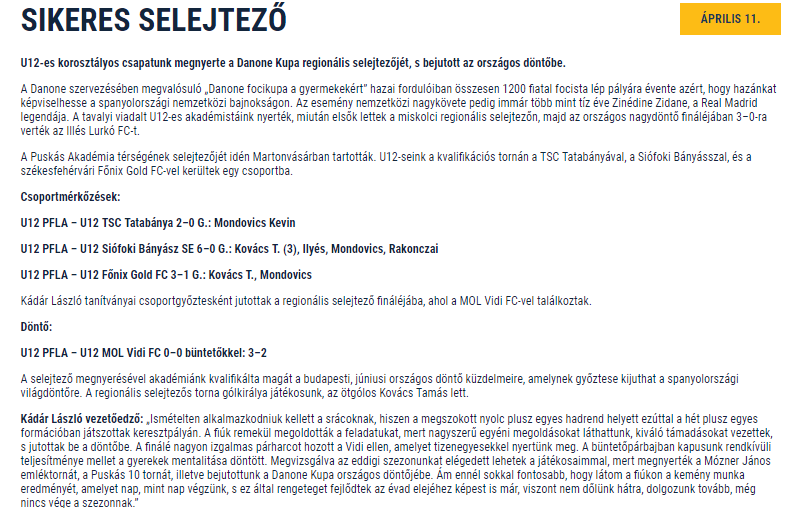
<https://www.duol.hu/sport/helyi-sport/az-orszagos-dontobe-jutas-lesz-a-tet-2762419/>

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| **MEDIA:** | pfla.hu | **MEDIA SPECIFICS** | |
| **DÁTE**: | 12.04.2019. | **TYPE:** | online |
| **PAGE:** | - | **REACH:** | 7000 |
| **AD VALUE (HUF)** | 15 000 | **FREQUENCY:** | - |
| **HEADLINE:** | Successful semi-final | | |
| **SUMMARY:** | In recent years, the proportion of overweight and obesity amongst Hungarian children has halted, but still every third child aged around 10 has some overweight. In this age however, the intake of calcium, which is responsible for the growth of bones is critically low, and the vegetable and fruit consumption is also far below the ideal amount in a quarter of all children– reveal a study made by Danone and the National Association of Hungarian Dieticians. This is why Danone launches the Danone Nations Cup for Children, the largest football cup for children aged 10-12, recognised by FIFA. | | |

<https://www.pfla.hu/?q=news/9274>





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| **MEDIA:** | feol.hu | **MEDIA SPECIFICS** | |
| **DÁTE**: | 12.04.2019. | **TYPE:** | online |
| **PAGE:** | - | **REACH:** | 200 000 |
| **AD VALUE (HUF)** | 500 000 | **FREQUENCY:** | - |
| **HEADLINE:** | Hispania is the aim for the youngsters of Felcsút | | |
| **SUMMARY:** | In recent years, the proportion of overweight and obesity amongst Hungarian children has halted, but still every third child aged around 10 has some overweight. In this age however, the intake of calcium, which is responsible for the growth of bones is critically low, and the vegetable and fruit consumption is also far below the ideal amount in a quarter of all children– reveal a study made by Danone and the National Association of Hungarian Dieticians. This is why Danone launches the Danone Nations Cup for Children, the largest football cup for children aged 10-12, recognised by FIFA. | | |

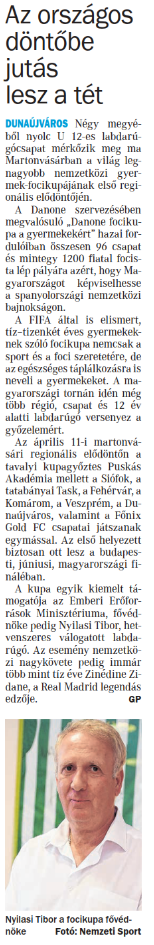
<https://www.feol.hu/sport/helyi-sport/hispania-a-felcsuti-fiatalok-celja-2970028/>





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| **MEDIA:** | Dunaújvárosi Hírlap | **MEDIA SPECIFICS** | |
| **DÁTE**: | 11.04.2019. | **TYPE:** | Print |
| **PAGE:** | 16 | **REACH:** | 16 800 |
| **AD VALUE (HUF)** | 159 | **FREQUENCY:** | - |
| **HEADLINE:** | Going to the national final is at stake | | |
| **SUMMARY:** | In recent years, the proportion of overweight and obesity amongst Hungarian children has halted, but still every third child aged around 10 has some overweight. In this age however, the intake of calcium, which is responsible for the growth of bones is critically low, and the vegetable and fruit consumption is also far below the ideal amount in a quarter of all children– reveal a study made by Danone and the National Association of Hungarian Dieticians. This is why Danone launches the Danone Nations Cup for Children, the largest football cup for children aged 10-12, recognised by FIFA. | | |





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| **MEDIA:** | Dunaújvárosi Hírlap | **MEDIA SPECIFICS** | |
| **DÁTE**: | 12.04.2019. | **TYPE:** | Print |
| **PAGE:** | 11 | **REACH:** | 16 800 |
| **AD VALUE (HUF)** | 159 | **FREQUENCY:** | - |
| **HEADLINE:** | DPASE team finished sixth | | |
| **SUMMARY:** | In recent years, the proportion of overweight and obesity amongst Hungarian children has halted, but still every third child aged around 10 has some overweight. In this age however, the intake of calcium, which is responsible for the growth of bones is critically low, and the vegetable and fruit consumption is also far below the ideal amount in a quarter of all children– reveal a study made by Danone and the National Association of Hungarian Dieticians. This is why Danone launches the Danone Nations Cup for Children, the largest football cup for children aged 10-12, recognised by FIFA. | | |



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<https://www.duol.hu/sport/helyi-sport/a-hatodik-helyen-vegzett-a-dpase-egyuttese-2765116/>



