



A.C. Milan is back in Belgrade. The 2012 edition of Milan Junior Camp under support of Banca Intesa and Pepsi is presented in Serbia at the presence of Franco Baresi who says: "A great opportunity for the Serbian players to show off their talent and to wear AC Milan's jersey"

Belgrade, 11 May 2012 - A.C. Milan is back in Serbia.

The most titled club in the world has chosen also this year Belgrade to hold its Milan Junior Camp, namely a football stage meant for boys and girls between 8 and 16 years old who want to learn the secrets of the game directly from trainers selected by A.C. Milan.

The Milan Junior Camp will be held **from 18 to 22 of June 2012**. This sport and fun experience for youngsters will consist in a week of technical and athletic training, beside precious tactical teachings.

For over a century, A.C. Milan has been synonymous with football, entertainment, excitement, and success: the "Rossoneri" team leads the world in the number of international trophies it can boast and for the second year in a row has been ranked by FIFA the first football club in the world. Since its foundation in 1899, AC Milan has won 17 Italian League Championships, 1 Fifa Club World Cup, 3 Intercontinental Cups, 7 Uefa Champions' League Cups, 5 European Supercups, 2 Cup Winners' cups.

As usual, the most talented camp attendants will be invited to Milan with their families to take part in the Milan Junior Camp Day, together with other kids coming from the four corners of the earth. During the two-day event they will also visit the San Siro stadium and walk on the pitch all together.

The inaugural press conference saw the special attendance of **Mr. Franco Baresi**, a former champion with A.C. Milan and the national Italian football team, now A.C. Milan testimonial in the World, who flew in from Italy for this important occasion.

"We are here today in Belgrade, because we strongly believe in this Country's potential in the world of football. The young people who will be attending the Milan Junior Camp will get the **opportunity to train using the methods of A.C. Milan's official technical staff**," stated **Franco Baresi**. "If we note some kids with particular talent during the event, we will follow them carefully, offering them the opportunity to join the big family of the Rossoneri. I'm particularly glad that we will be again in Serbia that is the background home of a lot of greatest players in Europe" concluded the footballer who was historical Captain of the Rossoneri for many years, winning with the AC Milan 6 National Titles, 3 Champions League Cup, 2 Intercontinental Cup, 3 European Super Cup and 4 TIM Super Cup.

"We want to give all kids the opportunity to wear the colours of A.C. Milan," confirmed **Mr. Marco Schembri**, GM of Sport Goals, the Italian company that organized the event. The best 2 kids selected at the Milan Junior Camp in Serbia will be invited to come to Milan and show off their talent.

"Always willing to support sound projects intended to children, Banca Intesa has been encouraging children for the sixth year in a row and by using its own communication channels to apply for participation in the camp and to experience the excitement of a team success and team spirit and to meet the philosophy and working methods of one of the biggest and trophy-winning football clubs in Europe and the world.



“Having recognized that future and prosperity belong to the generations to come, Banca Intesa initiates its own projects and supports the campaigns of other participants so it could teach the children from the very early age to think in advance, to be responsible and not to give up their dreams”, the Manager of Banca Intesa Payment Cards and Direct Channels Department, Miloš Nedeljković said.

“We are pleased that this year too we have supported this project which, being overall Pepsi-oriented, makes harmony intended to young people. Being a socially responsible company, Pepsi will successfully support this project.

In order to give a chance to all Pepsi lovers who express interest and who are fascinated by football to participate Milan Junior Camp, Pepsi will give away 20 vouchers over TDI radio.

This year we wanted to approach FC Milan additionally to our clients and in association with IDEA outlets we have organized a prize game in which we shall give 5x VIP trip for two to Milan on which the winners will be given an excellent opportunity to meet Milan football players and get a VIP ticket for a game and to visit Milan Museum. There are also 10 x 2 tickets for AC Milan match on San Siro stadium, 50 jerseys with signatures of some of the best players of Milan Football Club – Zlatan Ibrahimović, Pato, Robinho, Kevin-Prince Boateng or Thiago Silva, as well as 1000 Pepsi footballs.” - Marjan Stanišić, Pepsi Marketing Manager, said.

Famous guests will reside in the **Beograd Art Hotel**, which is an Official Sponsor of Milan Junior Camp Belgrade 2012.

