

## **MEDIA RELEASE**

*The most successful football club in the world opens the Banca Intesa Milan Junior Camp Belgrade 2013. Young player of A.C. Milan El Shaarawy wishes all the participants the best of luck.*

### **A.C. Milan in Belgrade for the seventh time**

**Belgrade, June 13, 2013** - The Banca Intesa Milan Junior Camp 2013, free school of football for children between the ages of 8 and 14, will be held from June 17 to 21 at the facilities of the sports complex Ada Ciganlija in Belgrade. A total of 150 youngsters will have a chance to learn tactical tricks guided by coaches of the trophy-winning football club A.C. Milan, as well as attend special technical and athletic practices. The two most talented camp attendants will be invited to Milan 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.

Promoter of this-year's camp is the young player of A.C. Milan, **Stephen El Shaarawy**, who connects the club with the new generations of footballers in the best possible way and represents a perfect example of how a young, talented individual can become a top player in a big and significant club such as A.C. Milan. "I am very happy that so many children from around the world will have the opportunity to enjoy, during the school break, in our junior camps. Playing football under the guidance of our coaches, getting the opportunity to train using the methods of A.C. Milan's official technical staff and wearing the A.C. Milan shirt will be an unforgettable experience for all the Serbian kids! I am sure that coaches of the A.C. Milan Club will closely follow the development of some of the youngsters who show special talent, which will be a great opportunity for them. Good luck and have fun!" **El Shaarawy** said.

Banca Intesa has been enabling the realization of the Milan Junior Camp in Serbia for seven years now, confirming in this way its commitment to actively contribute to the physical and psychological development of the youngest generations apart from investing in their education and intellectual development. Thanks to the support of the bank, A.C. Milan football club camps have been attended by more than 2,000 children from Serbia.

**The A.C. Milan philosophy is to cultivate the development of talented kids in their own countries** helping them grow through the instructions and tactical discipline of their coaches. This year, a total of **20,000 boys and girls** will take part in the Milan Junior Camps, which are being held in 39 countries all over the world.

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