



Press release

## **MINIPREÇO SUPPORTS SOCIAL INCLUSION IN THE FINAL OF THE NATIONAL "FUTEBOL DE RUA 2015" TOURNAMENT**

*Sport and solidarity come together in this street football event promoted by the Cais Association, to be held between the 24th and 26th July in Braga*

**Lisbon, 17 July 2015** – Minipreço is sponsoring the final of the "Futebol de Rua 2015" tournament organized by the Association for the past 12 years. This street football event, to be held between July 24th and 26th in Braga, Portugal, promotes sport and its use as an innovative strategy to support the fight against poverty and social exclusion in the country, putting into practice some of the values that define the Minipreço brand: teamwork, equality and respect.

Throughout the tournament, which will last for three days and see the participation of 250 young people from all over the country, Minipreço will provide logistical support for the participants, including over 2,500 products and T-shirts for the training sessions, promoting the youths' welfare and a healthy spirit of competition between them.

Minipreço's support for this project forms part of the DIA Group's institutional policy in Portugal, promoting inclusion and active social participation for a fairer society.

### **About DIA Group**

Distribuidora Internacional de Alimentación, DIA, es una compañía internacional del sector de la distribución de la alimentación, productos de hogar, belleza y salud. DIA cotiza en la Bolsa de Madrid y forma parte del Ibex 35, el índice de referencia del mercado bursátil español. En 2014, las ventas brutas bajo enseña alcanzaron los 9.400 millones de euros y el número de establecimientos ascendía a 7.306 en los países en los que opera, España, Portugal, Brasil, Argentina y China

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