

Nutrition & Physical Activity Programs



Copa Coca-Cola

Soccer is the world's most popular sport and countless young people hope to one day become professional soccer stars. Through its Copa Coca-Cola programs in several nations, The Coca-Cola Company is helping many teens take strides toward making those dreams a reality.

Copa Coca-Cola keeps young players active, while fostering their interest in soccer and offering them opportunities to meet and interact with peers from other parts of the country and sometimes even from other nations. The free program also provides opportunities to recognize rising soccer talent among community youth.

Copa Coca-Cola originated in Mexico in 1998. Soon tournament play was established among teenage soccer teams around Latin America, and the program also began spreading to other continents. Today, Copa Coca-Cola has touched the lives of more than 600,000 students (including an increasing number of teenage girls) through at least 10,000 schools and/or youth club teams in the Americas, Europe, Africa and Asia.

The program appeals to teens because it is modeled closely after the professional sport. The matches are played according to FIFA regulations, on official-sized fields. Adding to the excitement, scouts for professional teams are known to observe the competitions.

Execution of Copa Coca-Cola varies worldwide, but participation is always free for the young players. Some programs invite teams throughout the country to play a series of local, regional and national tournaments, for the chance to ultimately meet or play with a major international or top national team.