

PRESS RELEASE ENEL DISTRIBUCIÓN CHILE

TIANE ENDLER, LA BRUJITA VERÓN AND BAM BAM ZAMORANO KICKED OFF ENEL CUP 2020 - VIRTUAL VERSION.

- ***Entre Tiempo Copa Enel 2020 was broadcast via streaming. However, those who were not able to connect can watch the match on-demand at www.enel.cl and www.facebook.com/CopaEnel***
- ***The event marks the beginning of #CracksDelMt2, the ball skills competition for children, in which they can participate from their homes by uploading their videos through Tik-Tok.***

Santiago, August 16, 2020 – Christiane Endler, Juan Sebastián 'La Brujita' Verón and Iván Zamorano, starred in Entre Tiempo Copa Enel, a virtual seminar through which they shared their experiences in professional football and the importance of training methods for future players. During the event, the three stars of Latin American and world football started the Enel Cup 2020, which this year will be held virtually, taking into account the health restrictions resulting from the pandemic.

"We know how important Copa Enel is for all the boys and girls who dream of becoming professional football players, and that is why this year, although we were unable to hold the tournament in person, we wanted to keep the spirit of this tournament alive. This is the tournament's 19th year, focusing on the importance of training, family support, and the relevance this championship has as first steps towards professional football," said Ramón Castañeda, general manager of Enel Distribución.

Entre Tiempo Copa Enel was watched online by more than 1000 people, including sports delegates from Copa Enel's participating teams, plus the children themselves and their families.

Iván Zamorano, historical captain of Chile's national football team and striker of outstanding teams like Inter Milan, Real Madrid, and Colo Colo acts as the official ambassador of Copa Enel. He commented that *"We have been together with Enel for 19 years in this wonderful cup, we have lived extraordinary experiences, and I believe that each time we try to better ourselves. We started with a small project and today it's the most important children's cup in Chile. We started in the Metropolitan Region, and today we want to cover many more regions. I'm happy to be able to participate, to be able to accompany these boys and girls because the future of our country certainly lies in the boys and girls who participate in the Enel Cup."*

Juan Sebastián 'La Brujita' Verón, a former midfielder for the Argentine national team, Manchester United, Chelsea, Inter Milan, Lazio, Boca Juniors and Estudiantes de La Plata, where he currently serves as chairman of the board, said: "Congratulations to those involved in carrying out this important Cup because it's not just the football played, running after a ball, but also everything that is involved



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in a championship like this, the dreams, from the motivations, from the desire, that which the children need, the development as well as their values."

"The younger they are, the more important it is for them to be teachers who educate other children, who teach them the values of sport, who show them by example how to behave well. But the most important thing is that they enjoy playing, that they have fun, share with other children, learn to play as a team, and worry a little less about whether they can project themselves professionally. The most important thing is to enjoy and learn things that only sport can teach you at an early age. The values that sport gives you, I think you can't learn them anywhere else," said **Christiane Endler**, captain of Chile women's national football team and goalkeeper for Paris Saint Germain in France.

In the virtual meeting "Entre Tiempo Copa Enel 2020" #CracksDelMt2 started, a competition of skills with the ball, through which all those who want to show their skills or polish their tricks with the ball from their homes, can participate through Tik-Tok, using the hashtag mentioned above.

#CracksDelMt2 will seek to bring the field of play to future footballers' homes so that they can practice techniques with the ball and learn new skills. They will perform the different challenges presented by sports journalist Manuel De Tezanos, in 10 video capsules that will be hosted on the social networks of Enel Chile and Copa Enel.

With this virtual version, Copa Enel maintains its spirit and closeness to future footballers, whom it invites to stay active and train to meet again in 2021 when the tournament returns to the field if health conditions allow.