

SCHOOLS WORLD CUP



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SWWC 2024

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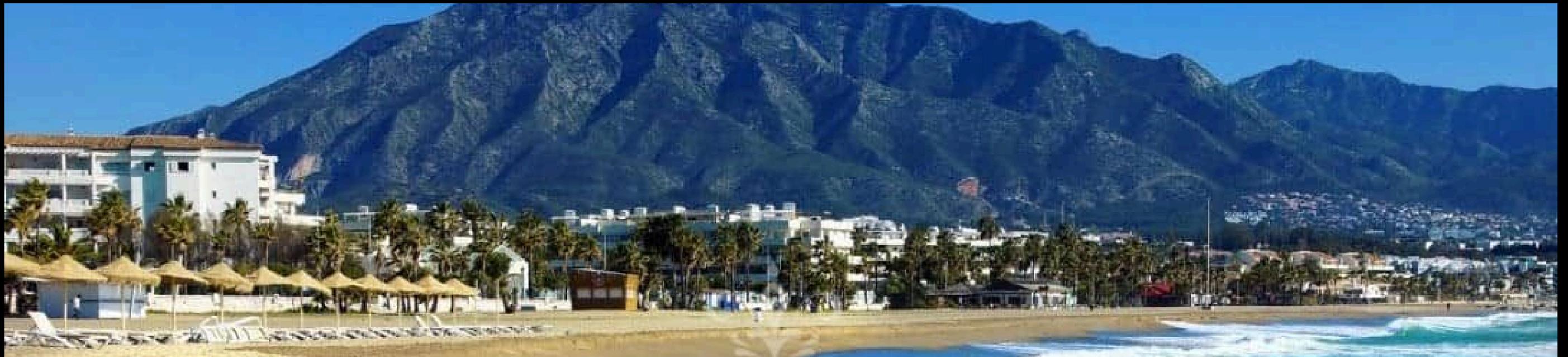
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*Schools
Football
World Cup*



From October 24 to 27, 2024, the fourth edition of the Schools World Cup took place. An unforgettable experience with the opportunity to interact with boys and girls from different nationalities, cultures, and religions.

An event with an international character in a cosmopolitan setting, where participants enjoyed its excellent beaches, gastronomy, facilities, and the wide range of leisure activities available, all accompanied by one of the best climates in the world.





The teams are accommodated on a full pension regime at the BlueBay Banus Hotel, located only a few metres from the beach and just 7 km from the centre of Marbella.



The hotel is situated on an area of more than 28,000 square metres of lush and spectacular subtropical gardens, swimming pools and ponds that make the hotel an oasis in the heart of the Mediterranean.



The BTC Foundation organises activities designed to develop the knowledge and training of young people, such as the clean-up of the Cortijo Blanco beach, where all participants of the championship can collect a large amount of plastic waste and other materials.





The first day is the presentation of the event. The team captains read the fair play oath on behalf of their teams in the presence of local authorities.





The matches are played at the San Pedro Municipal Stadium (Marbella) and the Estepona Athletics Stadium.





One of the unique aspects of the championship is the mixed category, a competition of teams formed by girls and boys, making inclusion and fun possible.





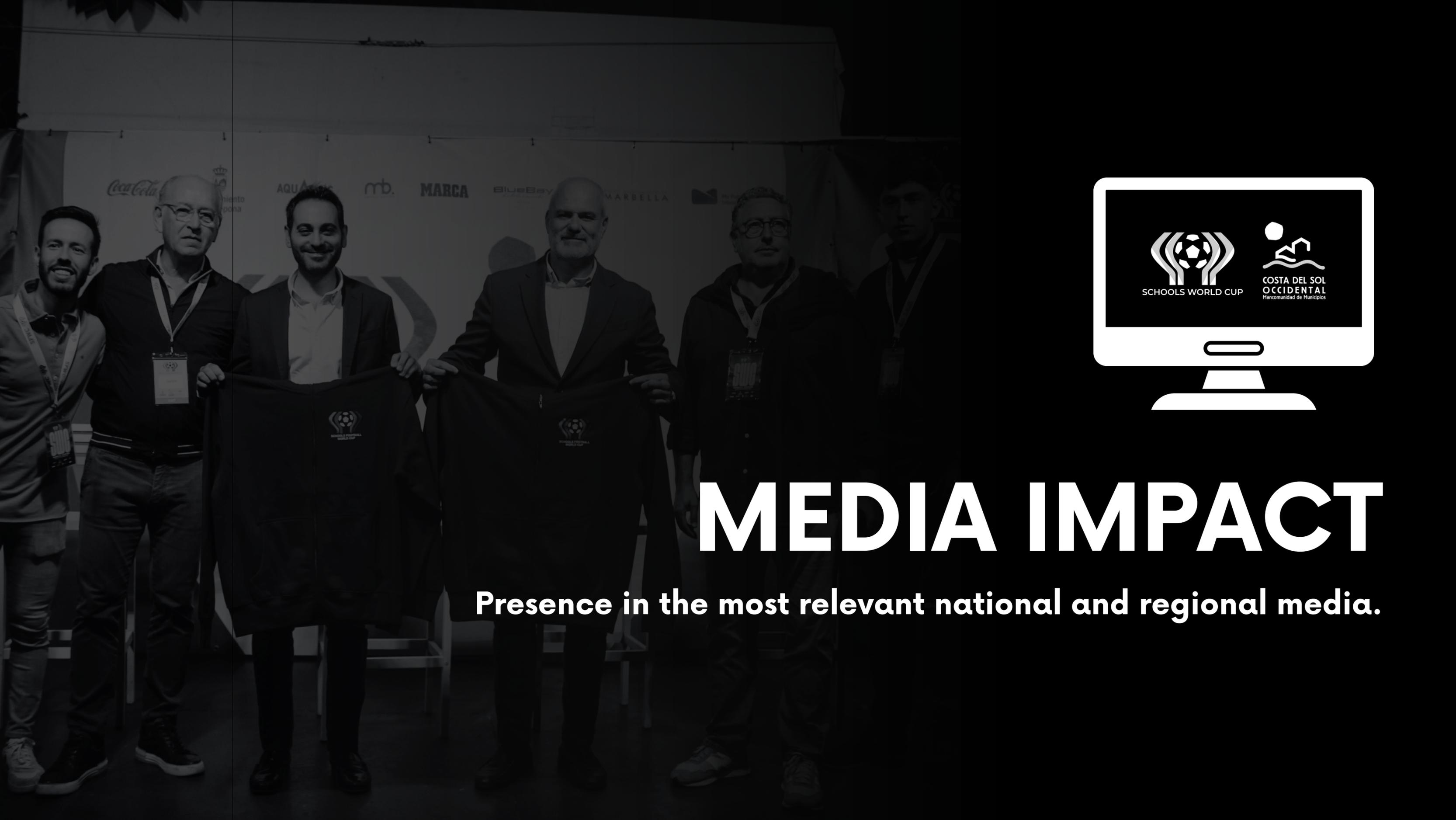
The championship comes to an end with the closing ceremony, an event with emotions and where players and teams receive their awards.





One of the highlights of the tournament is the vibrant FIFA tournament in which the participants take part, creating an atmosphere like a stadium.





MEDIA IMPACT

Presence in the most relevant national and regional media.

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SE2

MARCA



SE2 100 Elige tu emisora

Fútbol

Los Colegios más importantes en la Copa del Mundo de fútbol

Se celebrará en Marbella y Estepona desde este jueves y hasta el domingo con la participación de Colegios llegados de Italia, Inglaterra, Bélgica, Luxemburgo, Portugal, Países Bajos, Francia y España

PUBLICIDAD

Más Fútbol

El Mundial de fútbol de colegios se juega en Marbella y Estepona

Del 24 al 27 de octubre se disputará este torneo de los mejores colegios con niños y niñas

LA CULTURA ESTÁ EN

Inicio > Polideportivo > La cuarta edición del Campeonato del Mundo de Colegios levanta el telón

La cuarta edición del Campeonato del Mundo de Colegios levanta el telón

Por Juanje Fernández R. - 25/10/2024

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Toda la actualidad del deporte de la provincia con Juan Carlos Tirado.

Canal Sur Radio | Lunes, a las 13:04h. De martes a jueves, 13:15 h.

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La Jugada de Canal Sur Radio, Málaga - 24/10/2024 13:15:00 | jue, 24 oct 2024

Fútbol

Llega a Marbella la Schools World Cup

Desde este jueves y hasta el domingo se disputará en la Costa del Sol la Copa del Mundo de Fútbol de Colegios de las categorías U13, U15 y U17

PUBLICIDAD

diez años de ilusión

El mejor fútbol de colegios llega a la Costa del Sol. / LA OPINIÓN

Schools World Cup, una experiencia inolvidable en la Costa del Sol

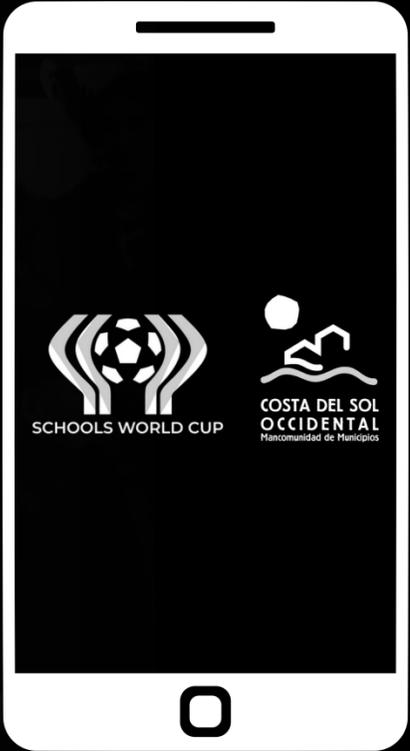
Del 24 al 27 de octubre se celebra en Marbella y Estepona con participantes de Italia, Inglaterra, Bélgica, Luxemburgo, Portugal, Países Bajos, Francia y España

Torneo ya consolidado

PUBLICIDAD

¡Estás a tiempo
No dejes que se te escape esta oportunidad.





IMPACT ON SOCIAL MEDIA

Reach, engagement and expansion

DATOS 20-29 DE OCTUBRE

INSTAGRAM 

75K Views

7,5K Accounts reached (+791,4%)

1,4K Interactions (+1286%)

2,5K Visits (+2207%)

+141 Followers

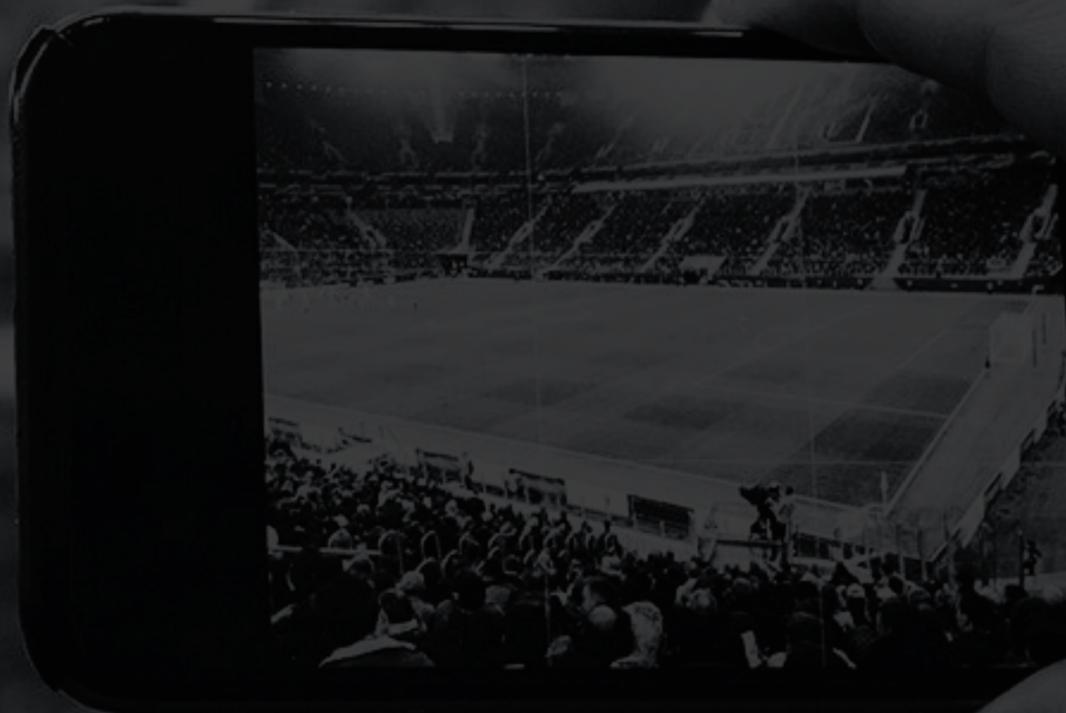
 **FACEBOOK**

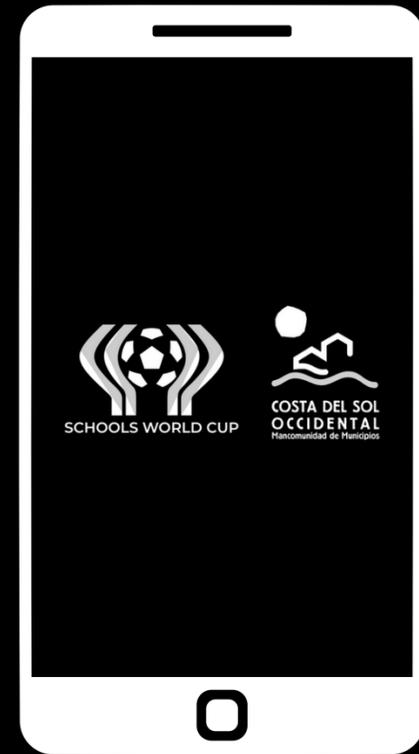
4K Accounts reached (+2158,5%)

2,8K Visits (+8925,8%)

1,4K Interactions

+187 Followers





REACTIONS

Feedback after the event



TrackTribe • Surrealistic Sunshine

Ver insights

92 likes, 1 comment, 1 share

Le gusta a callejix y otras personas

istitutomarymount 🇮🇹🇮🇹 Orgogliosi dei nostri ragazzi e ragazze di seconda e terza media che ci hanno rappresentato con grinta e passione alla @schoolsworldcup a Marbella! Giorni all'insegna dello sport, dell'amicizia e dello spirito di squadra, dove i nostri giovani atleti hanno dato il meglio di sé, portando con loro i valori di rispetto e fair play.

Complimenti a tutti voi per l'impegno, la determinazione e l'energia che avete messo in ogni partita! Siamo fieri di voi e dei vostri traguardi!

Hi can I get a copy of this shot it's my son Romeo.

- _robin_vdh 3 d • 1 like
- axeidee 3 d • 1 like

externato_paulovi 🇵🇹 Diário do Último Dia - Um Adeus de Coração Cheio 🇵🇹

O campeonato chegou ao fim, mas os momentos vividos em Marbella ficarão com a equipa para sempre. Hoje, os nossos Bravos Guerreiros enfrentaram as finais com a mesma garra e paixão, e o esforço valeu 2 taças e a Placa da Equipa Mais Amigável e com Melhor Espírito de Grupo, que levamos com orgulho para o Externato Paulo VI. 🏆👉

Depois de dias intensos, a tarde foi passada à beira da piscina, entre risos e histórias partilhadas com novos amigos de várias partes do mundo. 🌍💕 Foi um último mergulho de amizade, que sela esta experiência tão especial.

Chegou a hora de regressar, com o coração mais cheio, a mala mais pesada e a promessa de que estes laços e memórias serão eternos.

Boa viagem, nossos campeões!
#ExternatoPauloVI #SchoolWorldChampionship #Marbella #BravosGuerreiros"

Simon John · 2º
Experienced International Educator, Consultant, Works...
11 horas · 🌐

SUPER proud of the travelling students of the **International School Hilversum** for winning the **Schools World Cup** in Marbella - U17 BOTH girls and boys! Our U17 (B) also came 2nd! A marvellous achievement with lifetime memories forged! Particular thanks to Michael van Brummelen and **Mieke Zonneveld** for all their coaching hard work and **Oscar Calleja** for his caring and proactive leadership! If YOUR school might be interested in this well run and exciting event, follow the link!

Mostrar traducción

International School of Belgium
1 d · 🌐

Our girls' football team is back in Belgium, and we couldn't be prouder. They took first place in the U15 Girls category, with Rashi earning the Most Valuable Player award. It was a unique experience for the team—not only for the win but for the chance to strengthen their bond as teammates, connect with students from other international schools, and work closely with their coach, Mr. Gabor. His support, encouragement after tough games, and shared celebrations after victories ... [Ver más](#)

Thank you. My son just came home yesterday. He was very exited about the tournament. Thanks a lot for the organisation of it. He had the time of his life!

International School Hilversum
6 d · 🌐

Our young athletes are Marbella-bound for the big football tournament! 🌐 Safe travels to the team as they head off - we're cheering you on from here! Good luck, and bring home some great memories (and maybe a trophy or two)! 🏆 ... [Ver más](#)

- ahana_javeri 3 d • 1 like
- rashishah14 3 d • 1 like
- sarah2busy4you 3 d • 2 likes

WE ARE WAITING FOR YOU!

