



*The Copa America trophy tour initiated in Santiago, Chile in January.*

## **MasterCard brings the Copa America Trophy to LAC Soccer Fans**

The Copa America tournament became official in 1910 and its trophy was first created in 1916 – a donation by the Argentina Ministry of Foreign Affairs to COMMENBOL. Since then and at each final, it has collected plaques engraved with each winning team and has been carried and kissed by the champions. For soccer fans, this trophy has become the coveted symbol of the game, reminding soccer fans of heroes from the past and igniting excitement for the winners of the future.

As an official sponsor of Copa America 2015, today MasterCard kicked off the start of its exclusive trophy tour in Santiago, Chile, traveling to each of the 8 host cities for the tournament. MasterCard will be bringing the game to the people, by giving them a rare opportunity to see, touch and have photos taken with the prized trophy in conjunction with consumer usage promotions.

In a ceremony today involving MasterCard Chile executives and the former Chilean soccer star and now MasterCard Ambassador for Copa America, Marcelo Salas, the coveted Copa America 2015 trophy tour started in Chile.

The event not only kicked-off activities related to Copa America but also marked the beginning of the trophy's tour through select Latin American countries including Chile, Uruguay, Argentina, Peru, Colombia and Brazil.

“We know that soccer fans across Latin America are very excited about Copa America and view the Copa America trophy as a symbol of their favorite sport,” said Geraldine Cooper, head of Sponsorships for LAC. “With this in mind, we’re very excited to be the brand that brings this trophy to the fans for a very special MasterCard experience,” concluded Cooper.

#### Trophy Tour 2015

The Trophy Tour program includes a number of events with customers, consumers and media with the goal of bringing the tournament closer to fans and providing opportunities across the region for consumers to see and touch the trophy.

During the tour, fans will be encouraged to upload their photos with the trophy to their social media accounts and tag MasterCard’s channels to share their favorite moments with other soccer fans.

More news will follow in the coming months on the trophy tour. Stay tuned!