
Pelé tours the globe with Coca-Cola

24 APR 2014

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While there he launched Courts for Chile, an initiative that will build football pitches in underprivileged communities to encourage participation in sport and healthy lifestyles.

The visit to Chile follows earlier visits to Paris and Algeria in March as well as an extensive stay in Egypt, where he helped celebrate the launch of the second season of Copa Coca-Cola.

The tournament is a key youth initiative for Coca-Cola and is designed to provide young players aged 13-15 in more than 60 markets with a chance to be discovered. Copa Coca Cola united more than 1 million teens to promote an active lifestyle and encourage values such as team spirit, friendship, and respect. The launch took place at the Pyramids watched by more than 500 VIP guests and Pele's participation was amplified via social media and digital content.

The visits were arranged by MediaCom Sport and the global superstar is also scheduled to go to Rio de Janeiro at the end of May and to visit China in early June.

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