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## Youth Program

### *Skills Club Camp*

We will be bringing Cruzeiro's Youth Trainers and Coaches from the Cruzeiro School from Belo Horizonte, Brazil to youth soccer clubs in the U.S. for 3, 4, or 5 day customized camps geared specifically towards the needs of each particular club. Some training options choices available to:

offering: Individuals and Teams  
Location: United States  
Skill Level: Basic Skill levels required

the clubs include Brazilian style tactical, technical, or conditioning as well as position specific options such as keeper, playmaker or striker training.

### *Brazilian Training Program*

Hosted in Brazil at Toca da Raposa, the Brazilian National team's former training facility in Belo Horizonte, this extensive training program includes all the options offered in our Club Camp – Tactical, Technical and Position training plus daily video sessions taping and reviewing, and scrimmage game sessions with Cruzeiro's Junior team with post

game review. This program includes all transportation, meals, on-site hotel accommodations plus full use of Cruzeiro's facilities such as fitness facility, movie theatre, and swimming pool all in a security monitored facility including medical department.

Minimum: 20 players

Offering: Individuals and Teams  
Location: United States  
Skill Level: Geared for players with sound soccer skills.  
Minimum: 20 players

### ***Team Training Camps***

For any team wishing to improve their skills as a team, Cruzeiro will offer either of its training programs and work with the team coaching staff to create a specific program based on the skills of the players and focus on the team's needs. This program is typically a multi-week program that focuses on repetition and instills the Brazilian style of play. Ideal for the youth teams trying to focus on future college play.

Offering: Team Only

Location: United States

Skill Level: Intermediate and up

Minimum: 1 Team

### ***Cruzeiro USA Select Team***

Throughout our training activities, Cruzeiro will be offering a few highly skilled players from the United States to offer tryout opportunities for Cruzeiro's Junior teams or a future Cruzeiro USA club team. These opportunities are based on the level of play in Brazil at the given age level and maturity. It is Cruzeiro's hope to create a Cruzeiro USA club team that will allow strong skilled U.S. players to participate within professional leagues within the United States that potentially will act as a feeder team for our Brazilian teams.

## ***A Bit of Cruzeiro History.***

Logo's from the start to present.



Cruzeiro Esporte Clube was born through the efforts of sportsmen of the Italian community in Belo Horizonte Brazil, with the name of Society Sportive Palestra Italia, on January 2, 1921. After more than 91 years of history, the club has become one of the largest associations of world soccer.

The early years, dating back to the early idols and achievements of the Palestra , as the state's third championship in 1928 , 1929 and 1930 with a team that featured the legendary Ninão , Nininho , Bengal and teetotum .

In 1942, with the entry of Brazil in the 2nd World War, a decree law of the federal government banned the use of terms that refer to Italy in entities , institutions and establishments in Brazil. With this, the club had to be renamed and the name Cruzeiro Esporte Clube was chosen in honor of the greatest symbol of the Brazilian nation . Just like the name, the uniform has also changed. Before green and red in honor of the Italian flag, the club adopted the blue and white inspired by the selection of Italy.

In the following decades , what we saw was the growth of a giant, especially after the inauguration of the Estádio Magalhães Pinto , the legume , where Cruzeiro won major titles in football history of Minas Gerais. With players like Penny , Piazza , Dirceu Lopes , Raul , Ze Carlos , Straw , Johnny , the phenomenon Ronaldo , Sorin , Alex , Fabio and many others, the team became one of the Brazilian clubs with the largest number of international achievements .

Are two Libertadores Cup titles (1976 and 1997 ) , two Super Cup (1991 and 1992 ) , one of the Recopa (1999 ) , one of the Gold Cup (1995 ) and Master 's Cup (1995 ) . Nationally, the blue team was Brazilian champion twice (1966, 2003 and 2013) and four other occasions, won the Brazil Cup (1993, 1996, 2000 and 2003). Besides the titles, the Cruise is recognized worldwide for its excellent infrastructure and as major talent developers for football, as happened against Ronaldo , Maicon , Gomes , Luisão , Wendell , Jussie , Beletti and many others.

In September 2009 , the International Federation of Football History and Statistics ( IFFHS ) , German organization recognized by FIFA , pointed Cruzeiro as Brazilian Best Club XX Century . The institute took into account the performance of the clubs in the world in competitions organized by continental federations and only confirmed what we already knew all those who closely follow the trajectory of the beautiful five star team .

### ***Administrative Headquarters***

The Administrative Office Cruzeiro is located in a large, modern and functional building, a few meters from the Sports Park Barro Preto and carries important areas for the operation of the Club, such as legal, marketing, sales, information technology, office , administration, property and collections, besides the president, among others.

Inaugurated in 2003, the Administrative Office President Zeze Perrella has bold lines and modern, with blue glass laminate flooring, mirrored, adjusted to a vertical circulation tower covered in white porcelain The total area is 4.3 square meters and the structure is divided into eight levels.

### ***Cruzeiro Training Facilities in Brazil***

#### **Toca da Raposa I (House of the Fox)**

Cruzeiro Esporte Clube has a large modern training center to take care of the stars of the future: Toca da Raposa I. built on a plot of 60,000 meters square, Toca I became the first training center designed for concentration of a soccer team in Brazil in 1973. Toca da Raposa I is reference quality for years, so much so that the structure was used for the preparation of the Brazil squad for the World Cups of 1982 and 1986.

The place of training for young cruzeirenses has four training camps , one synthetic grass , pool, gym , medical departments , dental and nutrition, administrative offices , library , cafeteria , auditorium and video room , locker rooms and accommodation , a modern hotel for the exchange program and a school with elementary and secondary education to enable the educational training of athletes .

In this project, delegations from various countries are received at the Burrow and I participate in the program which offers, in addition to room and board, monitoring a team of professionals who share practical experiences through dinâmicas.Os athletes from abroad know new techniques, participate in and enhance the football championships.

## **Toca da Raposa II (House of the Fox)**

Toca da Raposa II is the training center of the professional team of Cruzeiro. Regarded as one of the most modern football worldwide, Toca II was inaugurated in March 2002 and has daily visits cruzeirenses from all parts of the country and other football fans in the world.

The total area of the Lair II is 83 thousand square meters, with 4.2 million square feet of built space. In this space are four training camps, thermal pool, sports court, solarium, restaurant, hotel with 26 rooms, games room, cinema room, administrative offices, and modern departments of nutrition and medical offices composed of clinical general orthopedics, dentistry, physiotherapy, physiology and X-ray room

One of Cruzeiro's proudest traditions in Brazil is our Cruzeiro Soccer School, where we help develop our youth into strong players while preparing them for the future as young adults. Seeing our students excel year after year to the best of their abilities and aspire to play for Cruzeiro or other top clubs in the world is a very rewarding feeling.

The world continues to witness the continued achievements of soccer in the United States. We at Cruzeiro understand how important it is to develop younger players to continue to retain a strong national program. It's with this understanding we wish to offer our Cruzeiro School Trainers and Coaches to Youth Soccer Clubs throughout the United States. We are offering a tiered structure of events open to both individual players and teams to expand their technical, tactical and team strategy skills based on the Brazilian style of play. These events will include camps in the U.S., extensive training opportunities at our home training facility in Belo Horizonte, Brazil and for select players, opportunities to train, play and tryout to become part of one of our Cruzeiro youth teams.

I hope to share our experience with your children and help to develop them into strong players as well as strong individuals.

## ***Cruzeiro Leisure Centers in Brazil***

### **Sports Park of Barro Preto**

The Sports Park's Black Clay was instrumental in the growth of the Cruzeiro from the moment of its creation, in 1950, and today offers members an excellent opportunity for fun in the central area of Belo Horizonte.

With an area of over 11 thousand square meters, the Sports Park offers adult and children's pools, water slides, locker rooms, sports courts, synthetic grass field, gymnasium, games and events, bars and restaurants. In addition to the partners, the structure of Barro Preto is also the headquarters of the sports school for children, Cruzeiro, and also houses the training center of professional staff Sada Cruzeiro Volleyball.

## ***Sede Campestre***

The Sede Campestre Cruzeiro is a complete entertainment complex to meet the associated Cruzeiro. In an area with more than 55 thousand square meters, the club offers seven pools, one at Olympic standard, waterslide, medical staff and lifeguards, playground with toys for children, six soccer fields and basketball courts, three volleyball courts, 14 badminton courts open and three covers, gymnasium, games room, three fields of society soccer, football field with synthetic grass, jogging track, saunas, bars, restaurants, kiosks with grills and support teams, events hall and parking for 250 cars. Besides being a guarantee of good entertainment for members, Headquarters Campestre Cruise has important festivals produced by the Club, such as the traditional "Una Notte in Italia" and "Churrascão Cruzeiro ", a major music events and cuisine of Minas general.

## Cruzeiro Club Sponcers



Olympikus is the official supplier of sports material Cruzeiro since March 2012. Country's largest sports brand, Olympikus is one of the brands of the group Vulcabras | Azaleia, the largest industry of footwear and sporting goods in Latin America. With more than 14,000 points of sale throughout the country, in 2009, the brand returned to invest in football and has already produced excellent results achieved in other ways, such as volleyball. Besides quality and agility in material produced another great merit Olympikus is that the company is 100% Brazilian. The unit that manufactures parts Cruzeiro has nearly 15,000 employees.



Considered the most famous beer in Brazil, Brahma was created in 1888, in Rio de Janeiro. Currently, he is the second best-selling brand in the country and Minas Gerais.

Brahma has always been a great promoter of Brazilian football and the sport has as one of its main pillars. Since 1994, AmBev, by Brahma, is the official sponsor of the Brazilian national soccer team. It is also long-standing connection with the Cruzeiro company. In addition to the partnership in daily social clubs, Brahma is also close to the club in major events such as Churrascão Cruzeiro and marketing activities for the crowd.

## Cruzeiro Club Sponcers



The Guaramix is a mixed drink Guarana, Ginseng and Acai that brings the essence of the Brazilian Amazon in its mix of highly selected ingredients. The drink is ideal for physical exercise and moments of concentration and adrenaline.

The sponsor Cruzeiro until the end of 2014, is part of the mix in Brazil, a company based in Rio de Janeiro, and which has as its basic premise the appreciation of the flavors genuinely Brazilian. With great infrastructure, the company is able to produce internally since the juices from fruit to bottling and labeling.

### **Marketing**

The Marketing Department is the great bond that unites the Club to its passionate fans. With a team of qualified professionals, the sector is also largely responsible for maintaining and expanding the brand strength Cruzeiro.

In recent years, the Marketing heavenly promoted several actions to the crowd , as the campaigns " This crowd moves the team " , " Mines Blue Dress " , " Cruzeiro Ever " and most recently " I Am Cruzeiro" . Another sector responsibility is to produce events on specific dates, releases uniforms, book signings with athletes, production of graphic and Cruise Magazine, social activities and administration of the Football Partner.

In games of Cruzeiro, is in charge of Marketing transform matches and stadiums into real performances. Between Cruzeiro and gifts distributed to specific actions, the Club creates greater contact with their fans. The team still has five-star Fox Tall and small for who always have news for the 8.5 million passionate.

## Historic Match: Monarcas de Morelia Goes Up Against One of Brazil's Most Important Teams, "Cruzeiro"

The Friendly Match Will be June 29 at Toyota Park

CHICAGO, May 17, 2013 /PRNewswire/ -- A major opportunity is coming to Chicago for Monarcas de Morelia fans and soccer lovers in general. Cruzeiro, one of Brazil's most prestigious soccer clubs, will play Monarcas de Morelia in a friendly match June 29 at Toyota Park at 3 p.m.

Stars like goalkeeper Federico Vilar and defender Joel Huiqui of Monarcas, and Cruzeiro goalkeeper Fabio Maciel and midfielder Diego Souza, are coming at the initiative of Schneider Soccer and 2SV. "This game is going to make history, believe it or not, it's the first time a first division Brazilian soccer club has ever played in Chicago," said Wally Hansan, Schneider Soccer executive. "We wanted fans to see some of the stars of Brazilian and Mexican soccer, so we're bringing two top-notch teams from different countries to play on neutral ground, which promises to be a spectacular event." Founded in 1921, Cruzeiro is the only Brazilian soccer club to hold the distinction of having won the trifecta in the same season: the Campeonato Brasileiro, Copa do Brasil and Campeonato Mineiro in 2003. Among the big names to have donned Cruzeiro's blue jersey are Tostao who played for Brazil's 1970 World Cup champion team, and Ronaldo "the phenomenon," who helped Brazil win the 2002 World Cup title. Monarcas has established itself as a leader in the Mexican league having consistently made it to the liguilla playoffs, including 4 finals, and appearing in international tournaments and 2 CONCACAF Champions Cup finals.

### ***Learn the Brazilian Soccer Style: Soccer Camps for Youth***

Another unique opportunity that Schneider Soccer is bringing to Chicago is a youth soccer camp offered to children and teenagers 6-18 years old. The company has partnered with the famous Brazilian youth soccer academy "Cruzeiro" and for the first time will be offering kids the privilege of learning the Brazilian soccer style, famous worldwide for its first-class techniques. The camps will be held June 24-28, July 8-11 and July 22-26. For more information about the camps and to purchase tickets for the Monarcas-Cruzeiro game, visit <http://chicagosoccer2013.com/>

## ***Events by Cruzeiro in the US.***

### **Fort Lauderdale Strikers to Face Cruzeiro of Brazil This Sunday**

**Posted on Thu, Jun 20, 2013**

NASL's Fort Lauderdale Strikers will host Brazilian side Cruzeiro Esporte Clube in a friendly set for this Sunday, June 23, at 7:30 pm at Lockhart Stadium.

The match comes just before the Strikers' final home encounter of the NASL Spring Season (June 29th vs. San Antonio Scorpions), while Cruzeiro is currently fifth in the 2013 Campeonato Brasileiro Série A campaign.

"We are very happy with the level of fan excitement we have seen grow for this game and for our team," said Strikers' President Tom Mulroy. "Between the growing Strikers fan base and the local Cruzeiro fans we expect a great atmosphere at the stadium."

Founded in 1921, the two-time league champion Cruzeiro is currently one of only five teams to never have been relegated from Brazil's top division. They are also the only Brazilian team to have won the domestic triple crown or treble, for winning the 'Campeonato Brasileiro Series A', 'Copa do Brazil,' and the 'Campeonato Mineiro' in the same year (2003).

"For us, it's a great experience to play against a world-renowned club like Cruzeiro and for our Brazilian players to play against guys who they watched growing up," said Strikers coach Daryl Shore. "For our young players it's a chance to see what a true professional club from Brazil is about.

"Any chance you get to play an international friendly is always special and lets us show not only our talent, but our league's talent and prove the NASL is a league to be reckoned with."

Cruzeiro is also the first Brazilian club to face an NASL Strikers Team at Lockhart Stadium since May 25, 1983 when Esporte Clube XV de Novembro (commonly known as Jau XV) lost a 3-1 decision to the host behind a two-goal performance from former Peruvian World Cup Legend Teofilo Cubillas.

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Location: United States

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## ***Cruzeiro USA Academy***

**Goal is to establish a provide our enrolled athlete with a high level soccer Academy and a health club at this facility. Give our soccer players and their family a place to play and learn the great sport as well as having a personal leisure facility where the members and enjoy some of the other recreational option available to them.**

**Aiming to expand the scope of their actions and increase the number of fans, the club invested in the U.S. market by designing Cruzeiro USA and Cruzeiro Academy and Cruzeiro Soccer School.**

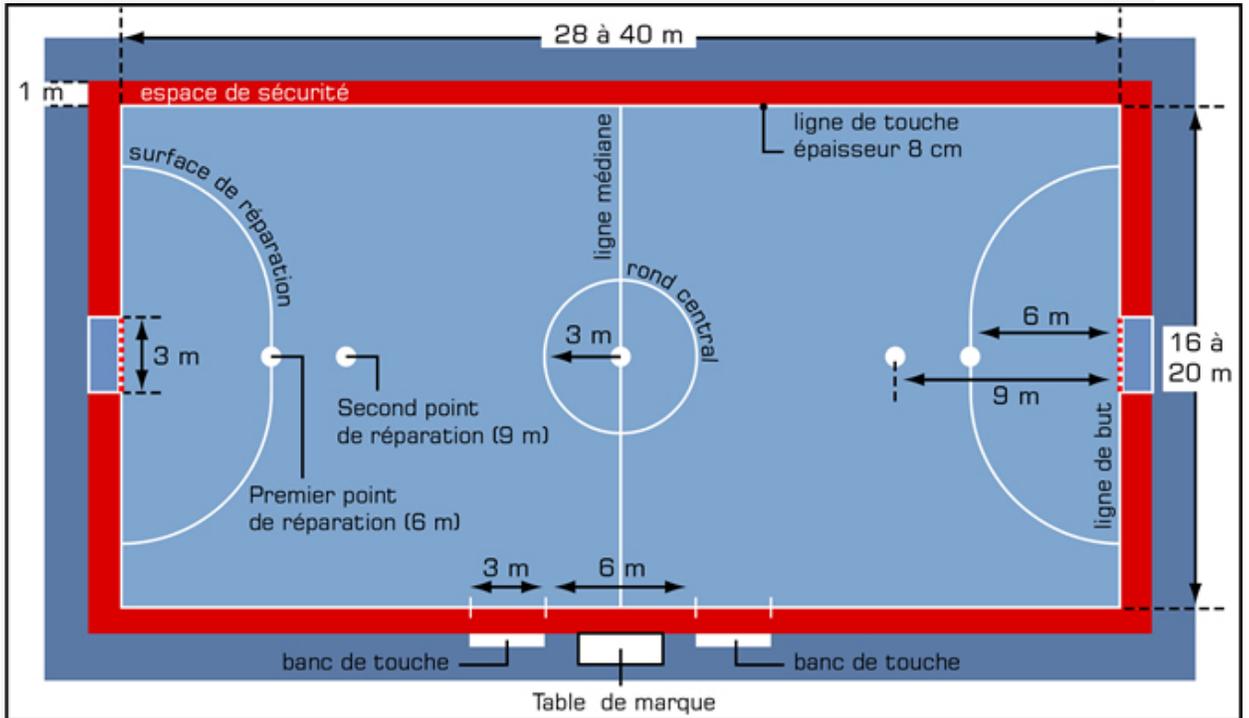
**The project is focused on the integration of the brand Cruzeiro the football market in the United States, which continues to grow. The USA Cruzeiro made his first action on American shores in 2008, when he organized a camp (sort of intensive training and specialized) in Atlanta. On occasion, coaches of basic Club did special work with young Americans who wanted to become athletes.**

**Cruzeiro is the first Brazilian club that promotes a project of this magnitude in the North American country. Other major teams in world football also invest in the United States, as Real Madrid, Barcelona and Manchester United.**



**Cruzeiro Futsal Programs (visual of indoor field)**





Our 2013 Championship team.