

FUEL TOMORROW



GATORADE® LAUNCHES FUEL TOMORROW

A NEW GLOBAL PLATFORM THAT ADDRESSES EQUITY IN SPORT

Gatorade continues to fuel young adults to keep active to unlock the life-changing power of sport on a global scale. Through its global programme, Fuel Tomorrow, Gatorade is committing to help **2,500,000 TEENS** across the world access the life changing power of sport **BY 2030**.

New Gatorade research of 2,500 parents of teens aged 13-17 from numerous markets reveals the biggest barriers to preventing teens from playing or staying in sport as follows:



COST OF THE ACTIVITY OR EQUIPMENT



55%

SAFETY OF SPORT SPACES



54%

LACK OF SPORTING FACILITIES OR INABILITY TO PHYSICALLY REACH THEM



52%

LACK OF VISIBLE ROLE MODELS



44%

LACK OF CONFIDENCE



41%

KICK OFF WITH GATORADE 5V5

This month, Gatorade kicks off Fuel Tomorrow with 5v5, its renowned grassroots football tournament for teens aged 14 to 16, which will take place at the UEFA Women's Champions League finals in Bilbao with an all-female tournament and at the UEFA Champions League final in London with male and female tournament. Designed to promote and showcase equal opportunities for young talent, the tournament, has provided over 151,000 teens from diverse backgrounds with the opportunity to excel to date. This year sees 25,000 teens participating alone!

CONFIDENCE COACH INITIATIVE

May will also see an extension of the brand's 'Confidence Coach' initiative following the successful launch in 2023. Fuelled by the finding that a lack of confidence within teens causes them to drop-out of sport, this innovative programme aims to inspire future generations by partnering with some of the world's most iconic football players as Confidence Coaches to share their experience first-hand and motivate aspiring players.

FUEL TOMORROW FUND

The final programme coming later this year will be the 'Fuel Tomorrow Fund'. Created to encourage community integration to cover the cost of equipment and spaces to play sport in low-income areas in key markets.



Gatorade continues its mission to increase participation and to inspire future generations to get active.

