



## Centennial Cup America Logo Unveiled

### ***Official U.S. Spanish-Language Broadcast Partner Univision Serves as Host for Event***

**MIAMI, FL (Tuesday, May 13, 2014)** - The Confederation of North, Central America and Caribbean Association Football (CONCACAF) and the South American Football Confederation (CONMEBOL) unveiled today the logo for the historic Centennial Cup America, to be played in the United States in the summer of 2016.

At the Upfront event hosted in New York by Univision -- officially named Tuesday as the U.S. Spanish-language television rights holder for the Centennial Cup America -- the dynamic logo for this transcendent event was revealed to the public for the first time. The Centennial Cup America will mark the first time the historic South American championship has been played outside of that region, and represents the most important sporting event to come to North American shores in decades.

The logo design for the Centennial Cup America seeks to embody and celebrate the rich heritage of the world's oldest national team competition as it celebrates one hundred years of existence, while reflecting a unique occasion set to unite football from across the whole of America.

"This is truly an exciting moment in the progression of this historic event," said CONCACAF President Jeffrey Webb. "Today, with this vibrant logo revealed to the public for the first time, we can begin to concretely envision the excitement of the Centennial Cup America both on and off the field, as football fans start the countdown to 2016."

In conjunction with the logo unveiling and Upfront event, **wematch**, the commercial rights holder for the Centennial Cup America, announced the naming of Univision as the official Spanish-language broadcaster in the U.S. for the tournament.

"It's truly a pleasure to see this logo disseminated for the first time via the airwaves of Univision, a household name in Spanish-language entertainment throughout the Americas, and a platform that will serve to bring the Centennial Cup America to tens of millions of viewers across the U.S., come 2016," said Mariano Jinkis, Principal of **wematch**. "In addition, we look forward to working cooperatively with Univision and our advertisers and sponsors to deliver unique 360-degree fan experiences on and off screen."

The artwork for the newly launched logo represents the extensive American continent the tournament will bring together, as well as the two Confederations cooperating to stage this monumental sporting occasion.

A soccer ball at the center of the design forms the heart of the logo, emblematic of the game at the focal point of this sporting and cultural event. Three distinct shapes coalescing around that

central point are meant to represent the fans and players of the game, in addition to the multiple American cultures to be united through sport in the United States in two years' time.

The design, created by England-based firm The Works, Ltd., is rounded out by a modern interpretation of the historic Copa America trophy, reflecting a full century of heritage of an event which now looks ahead towards a new, bright frontier.

Completing the logo are two enclosing rings representing the historic cooperation of the two Confederations: blue for CONCACAF and green for CONMEBOL. Finally, the Centenario USA moniker – inscribed in a specially-created font underneath the golden Copa America name -- is accented by a definitive color flash adopted from the host nation's flag.

High definition artwork of the freshly unveiled logo can be downloaded [here](#).

The Centennial Cup America will be held in cities across the United States in 2016, kicking off on June 3 and culminating with the Final on Sunday, June 26.

