Matosinhos, 09 June 2014

Press Release

"Men of the match in the Quinta da Seleção"
to support production and Portuguese football

NORTHERN PRODUCERS PRESENT
ON THE MEGA PIC-NIC'S SIXTH EDITION

21 June, Lisbon's Avenida da Liberdade will set the stage for the sixth edition of the Mega Pic-Nic, which invites the Portuguese to enter the "Quinta da Seleção" and join the party alongside the men of the match in order to support production and Portuguese football. This initiative will count on the presence of various northern producers part of the Continente Producers Club, with the purpose of showing the best of Portugal.

The Mega Pic-Nic is an excellent opportunity for regional producers to show their products, fostering a closer relationship with visitors and valuing national production. Throughout the day, northern producers in various categories will show their finest products.

 # Firmino Canteiro Lopes (Maia):

- Frisee lettuce and cucumber

 # Hortigreen (Póvoa do Varzim):

- Green beans (in poles)

 # Minho Fumeiro (Ponte de Lima):

- Tapas and sandwich stand in the food court

After 10h00, Avenida da Liberdade will truly become the "Quinta da Seleção", filled with national pride and a place for the finest selection of national products and

producers to join the national team's heroes as they shine on Brazil's World Cup. 2014's edition of the Mega Pic-Nic will allow those living in the city to learn several countryside teachings: from activities associated with national production to moments of camaraderie and adrenaline usually experienced on a football pitch.

With the World Cup in full swing, the Quinta da Seleção will present a recreation of a horticultural, fruit and cattle farm, showing the genuineness and superior quality of our country's products. This is particularly highlighted by the training grounds featuring a mega vegetable garden with 2000 m2 and several ludo-pedagogical initiatives, where families can experience and learn the best things you can do in the field and on the pitch. The evening will be brightened by Tony Carreira's concert at the Praça dos Restauradores.

For more information, please contact:

GCI | Sílvia Marçal
Tel. 21 358 30 20
Email smarcal@gci.pt