Matosinhos, 16 June 2014

<u>21 June, at Avenida da Liberdade</u>

THE SIXTH EDITION OF THE MEGA PIC-NIC INVITES THE PORTUGUESE TO GET IN THE FIELD AND CELEBRATE A DAY AMONGST FAMILY

The sixth edition of Continente's Mega Pic-Nic returns to Avenida da Liberdade on Saturday 21 June by inviting the Portuguese to visit the "Quinta da Seleção" and join the party alongside the men of the match in order to support Portuguese production and football. Besides being a party with points of interest for the entire family, this event taking place at the heart of the World Cup intends to awaken the Portuguese to agriculture and the consumption of national products.

Avenida da Liberdade will truly become a farm - the "Quinta da Seleção", filled with national pride and a place for the finest 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 ludic 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 at 19:00 by Tony Carreira's concert at the Praça dos Restauradores.

The Mega Pic-Nic is also privileged to welcome the European Commission, represented by a ludo-pedagogic space to promote the program "Taking Care of Our Roots", within the scope of a common agricultural policy.

Considered one of the country's most important events, the Mega Pic-Nic organized by Continente will once again be supported by Lisbon's City Council, CAP - the Portuguese Farmers Confederation and the Continente Producers Club. It will celebrate its sixth anniversary by throwing a huge party for all the family, exalting traditional cultural values and supporting the Portuguese National Team.

The initiative **will also count on the special support of the Continente Producers Club, representing over 40 national producers, which will show all visitors the origins and provenance of Portugal's finest products and aromas**.

It should be noted that the Continente Producers Club, created in 1988 to support Portuguese production, currently brings together 267 members corresponding to 4000 individual producers and over 12.800 jobs, from North to South, from the Azores to Madeira.

The CPC helps build solutions that ensure the competitiveness of our agriculture and fishing, promoting best practices at the level of production and commercialisation, to make sure every Portuguese can obtain the finest products in this area. The CPC works on behalf of the national agricultural sector, creating employment, fostering regional development, boosting ambitious and innovative projects of tremendous economic and social value to our country.

 # PROGRAMME

21 June |Mega Pic-Nic

10h00:**Official opening of the event | Welcome:**

- **Opening of exhibition areas – cultures and animals**
- **Start of activities – Training ground, games, performances and pedagogic activities**
- **National Team Parade with elements allusive to football**

11h00:Start of activities:

Throughout the day:

- Exhibition areas – cultures and animals
- Activities - itinerant games, horseback rides and pedagogic activities, among others (Confirm)

17h00: Show by Zeca Estacionâncio and Quim Roscas

19h00: Concert by Tony Carreira

20h00: Official closing of activities

21h30: Closing of the event

#ACTIVITIES

Ball Mimes - A team of mimes dressed as footballers and referees will follow people and mimic their behaviour, sparking a good mood among families.

Producer and player on stilts

Duos of animators on stilts dressed as players and producers will welcome people.

Keepie-uppies - Teams will go around the event inviting people to do some keepie-uppies, to show their football star power.

Ball Jugglers: Animators dressed as footballers will perform a series of skillful manoeuvres and movements with footballs. From pure juggling with 3
or more balls to superstars doing keepie-uppies while sitting, standing or with their heads, delighting all passers-by with their skills.

Agrofootballing fanfare: Formed by a group dressed in elements allusive to football and producers, the fanfare will cross the avenue's upper side throughout the day to welcome people.

Training ground: Visitors will stumble upon an outdoor gym, outfitted with Rural Fitness bringing together various exercises associated with gyms and giving them agricultural features (Fardo Baliza, Musculossaca, Elevalapete, Arrastamentor, Agropneu, entre outros). There will also be an area to race across cultures, where visitors can race through plants typical of national horticulture (for example, lettuce, cabbage) while planting and watering them.

National Team Parade: Placed in the beginning of the event, at 10h00, the Parade is a pageant of typical vehicles, agricultural equipment (implements), campinos, carts and ox carts.

Animal zone: Herders distributed across several areas will keep an eye on animals; Exhibition of a beehive colony; Paddocks and areas for horses where visitors can "get to know" animals up close. During the event, several pedagogic activities and demonstrations will take place with bovine, ovine and caprine animals.

Culture area (pumpkins, potatos, onions, green beans, among others): A place for families to learn about the essence and activities associated with these cultures.

Games: Fostering games bringing together the best things in agriculture and football - Stacking firewood; The strongest man on the farm; Log balancing; Picking Acorns; Pine Cone Hoops; Drawing Continente's "C"; Carrying the fruit cart and Human Foosball.

Pic-Nic Areas - Visitors can make the most out of a day outdoors by engaging in a typically Portuguese activity, being able as well to snack, buy and sample products from Continente and the Continente Producers Club.

#EVENT'S NUMBERS AND CURIOSITIES

PRESENCE ON THE EVENT
Nr. of producers: over 40
Total area occupied:5.800 m2
Culture area :1.400 m2

Animal area:3.034 m2
Orchard area:1.850 m2
Nr. of cultures:41
Nr. of plant beds:1.000
Nr. of plants:25.500
Soil volume:300m3
Nr. of producers:24
Nr. of animals:341
Nr. of species/races:13
Nr. of cattle farmers:6

PRODUCER PRESENCE
Nr. of plant beds produced:1.200
Culture area produced:1.800 m2
Soil volume in production:440 m3
Quantity of plants in production:35.000

For more information:
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