

UBS Athletics Kids Cup – Report August 2026

BUILDING THE NEXT CHAPTER – TOGETHER

The UBS Athletics Kids Cup is entering a new chapter

With Neeraj Chopra joining the initiative as Co-Owner, a first test in Gurgaon together with the Neeraj Chopra Foundation, and activities ranging from school competitions and teacher training, our ambition continues to grow.

One goal connects it all: creating more opportunities for children to move, compete, learn and discover what they are capable of.



#WeMoveTheKids



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NEERAJ CHOPRA BECOMES CO-OWNER

After two seasons as Ambassador, Neeraj Chopra has taken the next step: he is now Co-Owner of the UBS Athletics Kids Cup. His decision marks an important milestone for our initiative and a strong personal commitment to our ambition of giving more children across India access to sport.

Neeraj has experienced the programme first-hand, met children and teachers and seen its impact in schools. Now, he will help shape its future.



"Every child deserves an opportunity to discover and showcase their talent."
Neeraj Chopra

250,000+ children | 2,500+ schools | 5 cities → **NEXT GOAL: 1 MILLION CHILDREN**

→ to the
exciting news

Personal commitment

Neeraj is no longer only the face of the initiative. He is helping build its future.

A stronger platform

His experience, reach and credibility can help us bring athletics to many more children.

A shared ambition

Together, we want to reach one million children and build one of the world's largest grassroots athletics movements.

EXPLORING HARYANA – WHERE NEERAJ'S JOURNEY BEGAN

The next step in our journey will take us to a place with a very special connection to our new Co-Owner.

Haryana is Neeraj Chopra's home state and the place where his own sporting journey began. Together with the Neeraj Chopra Foundation, we are now exploring the opportunity to bring the UBS Athletics Kids Cup to the region.

As a first step, **Zahir Khan**, Director UBS Athletics Kids Cup India, travelled to Gurgaon to meet the Neeraj Chopra Foundation team, discuss the concept on the ground and explore how a first test of the programme could be implemented. The planned test in October will give us the opportunity to learn how the UBS Athletics Kids Cup can work in a new environment, connect with schools and local stakeholders, and assess the potential for future activities in Haryana. It is a next step with special meaning: taking our mission to the region where Neeraj's own journey in sport began.



with District Education Officer of Sonipat
Sh. Naveen Gulia



with Ashok Kumar, Vice-Chancellor of
Sports University of Haryana

follow us





MUCH MORE THAN A COMPETITION ONE INITIATIVE. MANY WAYS TO MOVE CHILDREN.

SCHOOL COMPETITIONS

Bringing athletics directly to children where they are.

TRAIN-THE-TEACHER

Equipping PE teachers to create better sporting experiences for children.

SUMMER CAMPS

Keeping children active and engaged beyond the regular school programme.

REGIONAL & CITY FINALS

Giving children a stage to compete, experience achievement and create memories.

ROLE MODELS

Connecting children with athletes and stories that inspire them to dream bigger.

PARTNERSHIPS & COMMUNITY

Working with schools, local organisations and partners to create sustainable reach.

**The UBS Athletics Kids Cup is not one event.
It is an ecosystem designed to get children moving.**

From the first experience of athletics at school to teacher education, competitions, camps, role models and finals – every element serves the same purpose: creating positive experiences with movement and sport.

follow us



