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1

CUSTOM  
BRANDED  
CONTENT

# VOLAIR



# VOLAR™

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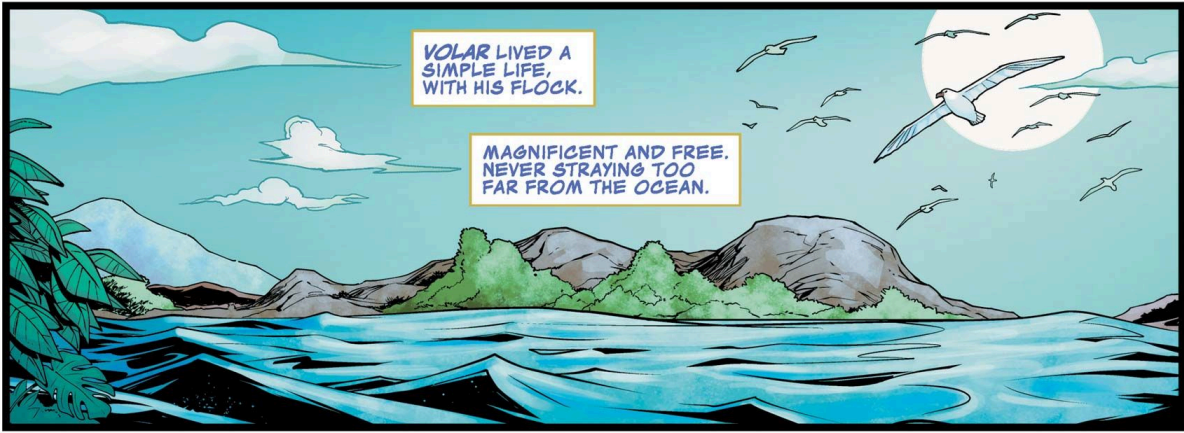
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VOLAR LIVED A SIMPLE LIFE, WITH HIS FLOCK.

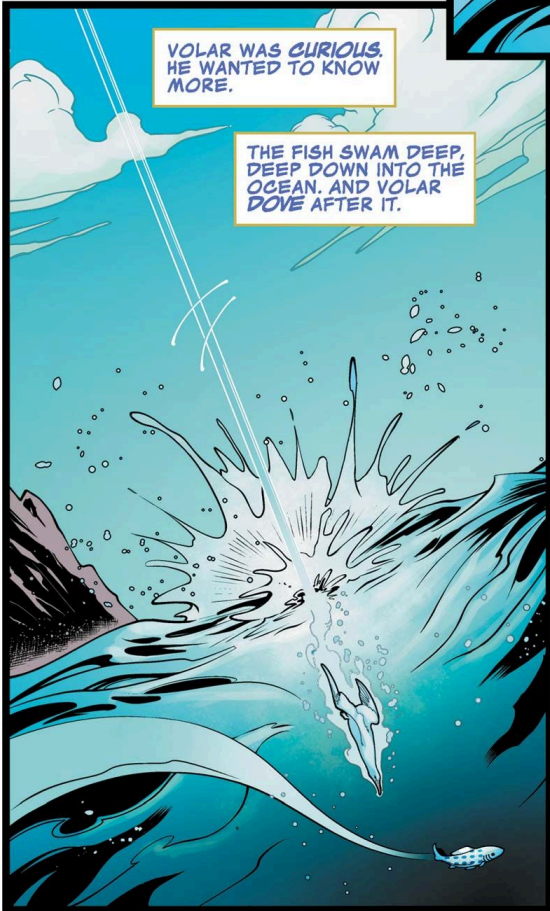
MAGNIFICENT AND FREE. NEVER STRAYING TOO FAR FROM THE OCEAN.



AND THEN ONE DAY, VOLAR WAS OUT SEARCHING FOR FOOD IN THE CARIBBEAN SEA...

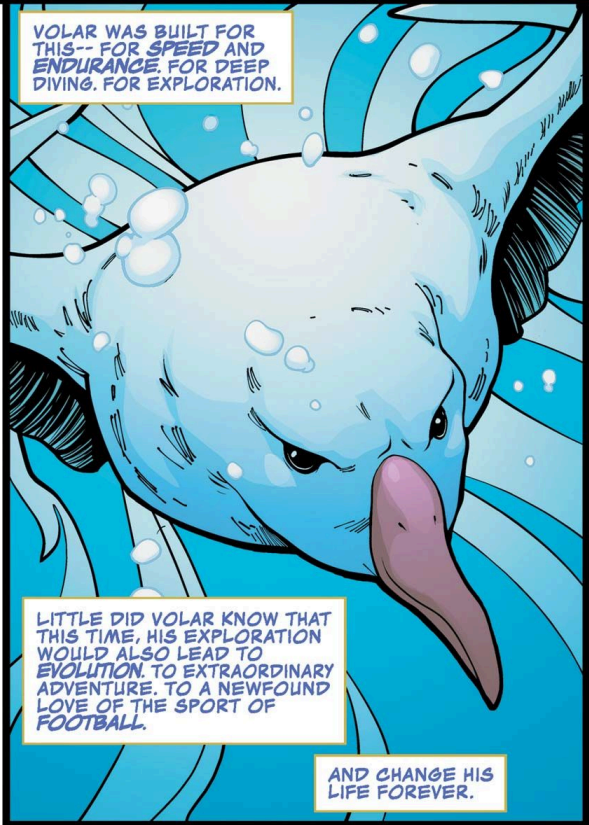


...AND SAW A FISH UNLIKE ANY HE HAD SEEN BEFORE.



VOLAR WAS CURIOUS. HE WANTED TO KNOW MORE.

THE FISH SWAM DEEP, DEEP DOWN INTO THE OCEAN. AND VOLAR DROVE AFTER IT.

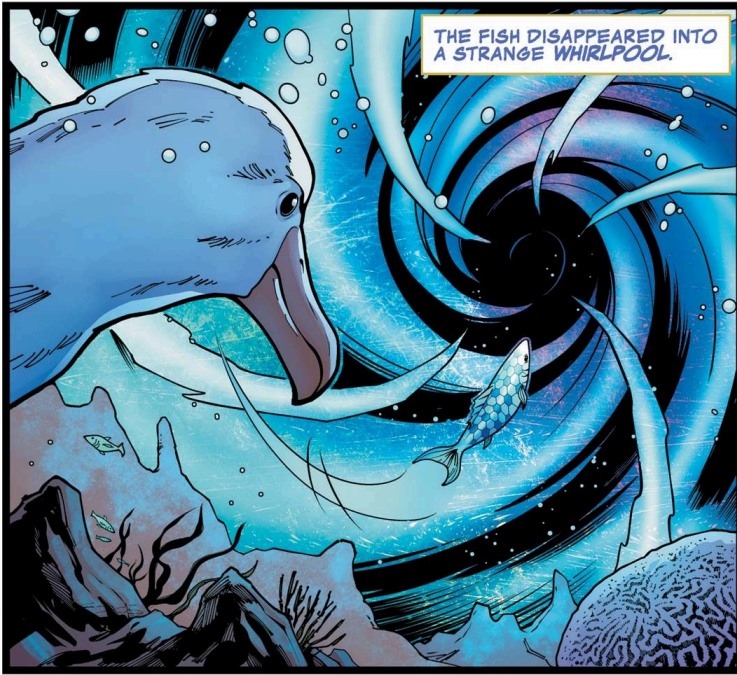


VOLAR WAS BUILT FOR THIS-- FOR SPEED AND ENDURANCE. FOR DEEP DIVING. FOR EXPLORATION.

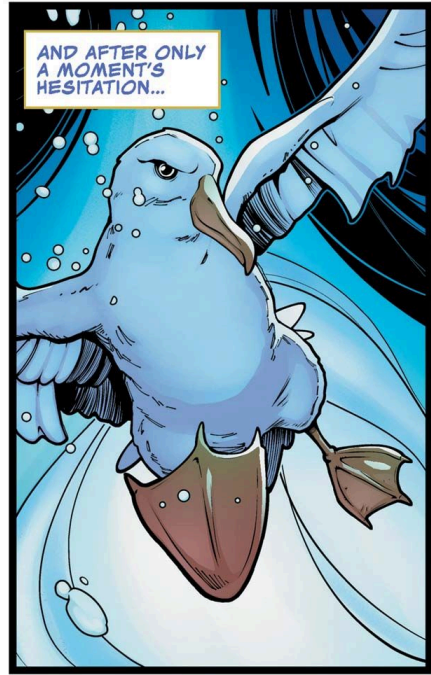
LITTLE DID VOLAR KNOW THAT THIS TIME, HIS EXPLORATION WOULD ALSO LEAD TO EVOLUTION. TO EXTRAORDINARY ADVENTURE. TO A NEWFOUND LOVE OF THE SPORT OF FOOTBALL.

AND CHANGE HIS LIFE FOREVER.

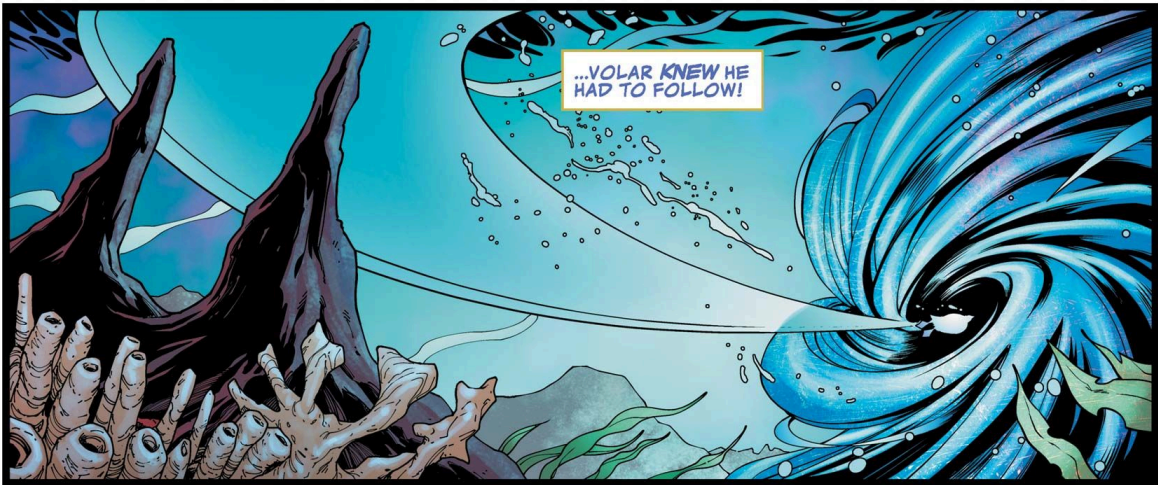




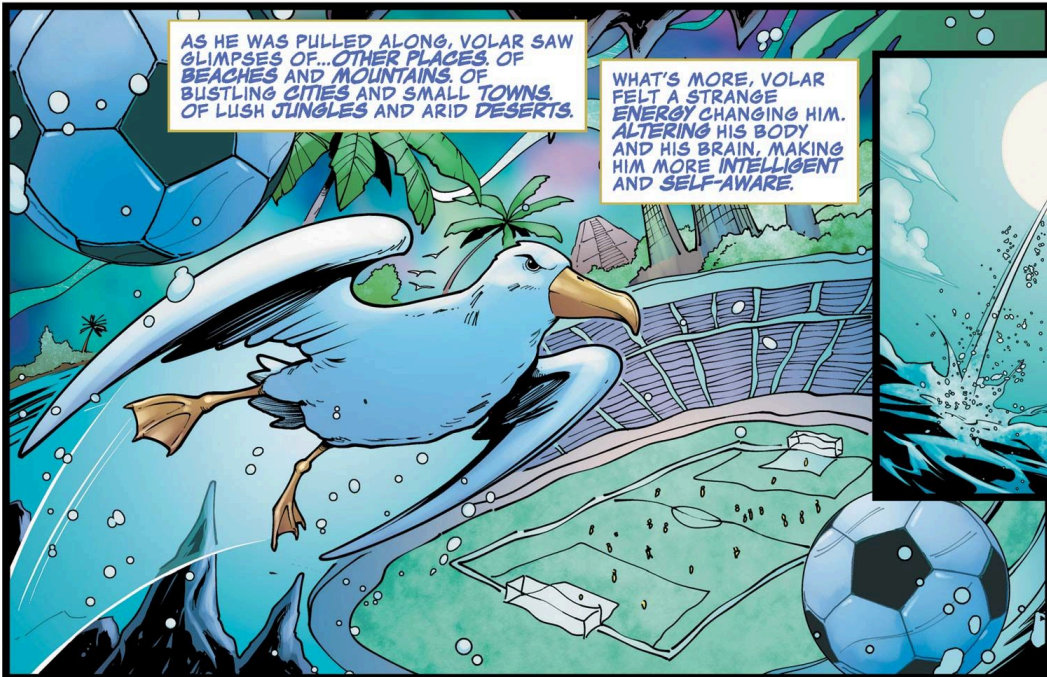
THE FISH DISAPPEARED INTO A STRANGE WHIRLPOOL.



AND AFTER ONLY A MOMENT'S HESITATION...

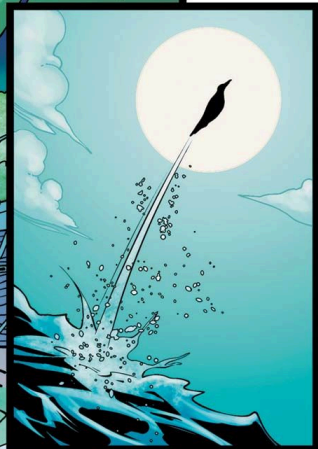


...VOLAR KNEW HE HAD TO FOLLOW!

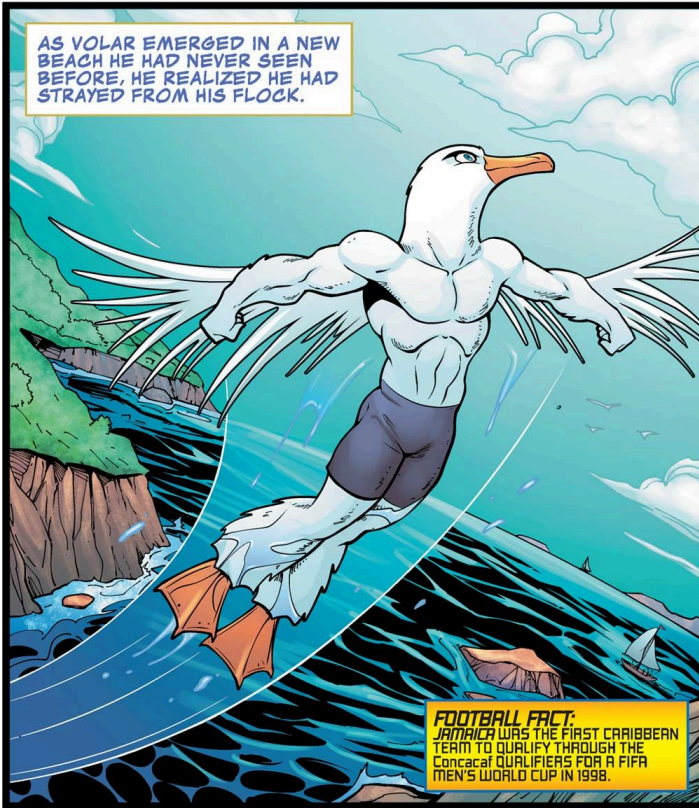


AS HE WAS PULLED ALONG, VOLAR SAW GLIMPSES OF...OTHER PLACES, OF BEACHES AND MOUNTAINS, OF BUSTLING CITIES AND SMALL TOWNS, OF LUSH JUNGLES AND ARID DESERTS.

WHAT'S MORE, VOLAR FELT A STRANGE ENERGY CHANGING HIM. ALTERING HIS BODY AND HIS BRAIN, MAKING HIM MORE INTELLIGENT AND SELF-AWARE.







AS VOLAR EMERGED IN A NEW BEACH HE HAD NEVER SEEN BEFORE, HE REALIZED HE HAD STRAYED FROM HIS FLOCK.

**FOOTBALL FACT:**  
JAMAICA WAS THE FIRST CARIBBEAN TEAM TO QUALIFY THROUGH THE CONCEPT QUALIFIERS FOR A FIFA MEN'S WORLD CUP IN 1998.



WHAT? WHAT IS--? WHO AM--?

BUT HE HAD NO TIME TO GET HIS BEARINGS, BEFORE REALIZING HIS BODY HAD CHANGED INTO A STRANGE NEW FORM.



AHH!



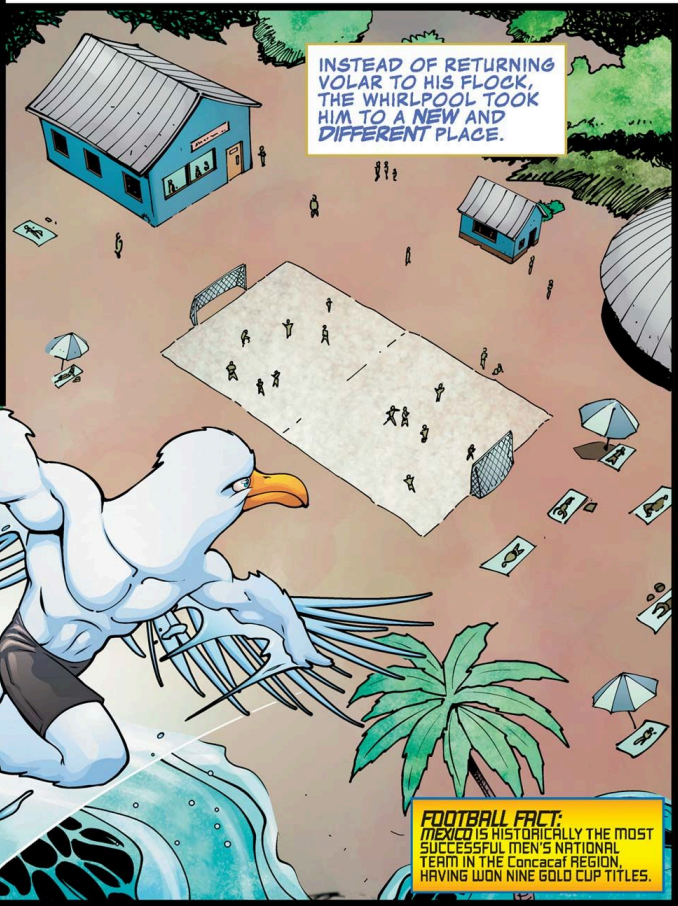
THE FISH WAS NOWHERE TO BE SEEN, AND VOLAR BEGAN TO WORRY ABOUT HOW HE WOULD RECONNECT WITH HIS FLOCK.

AS MAGNIFICENT AS THIS NEW BEACH WAS--AND AS MUCH AS HE WANTED TO EMBRACE THIS ADVENTURE--HE DECIDED TO RETURN TO THE OCEAN, THE SOURCE OF ALL HIS POWER, AND MAKE HIS WAY BACK TO HIS FLOCK.





BUT IT WASN'T THAT EASY.



INSTEAD OF RETURNING VOLAR TO HIS FLOCK, THE WHIRLPOOL TOOK HIM TO A NEW AND DIFFERENT PLACE.



**FOOTBALL FACT:** MEXICO IS HISTORICALLY THE MOST SUCCESSFUL MEN'S NATIONAL TEAM IN THE CONCACAF REGION, HAVING WON NINE GOLD CUP TITLES.



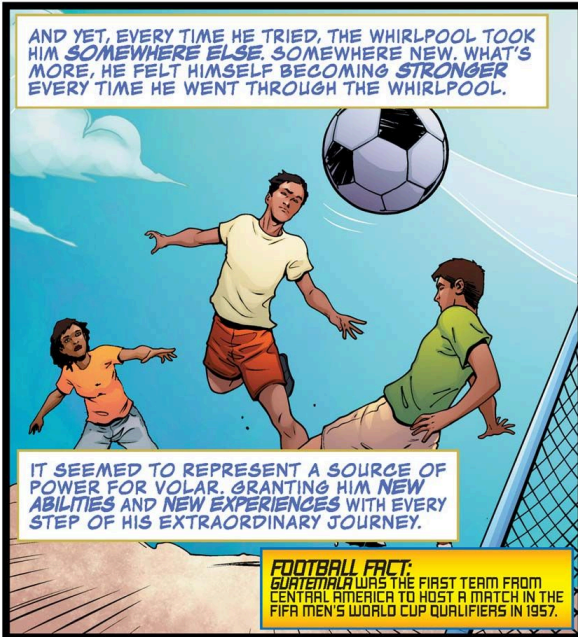
VOLAR SAW THE HUMANS AND THEIR WORLD INTRIGUED HIM. A PART OF HIM WANTED TO KNOW MORE!

¡VAYA!



WHILE A GREATER PART OF HIM WAS DETERMINED TO MAKE IT BACK TO HIS FLOCK!





AND YET, EVERY TIME HE TRIED, THE WHIRLPOOL TOOK HIM *SOMEWHERE ELSE*. *SOMEWHERE NEW*. WHAT'S MORE, HE FELT HIMSELF BECOMING **STRONGER** EVERY TIME HE WENT THROUGH THE WHIRLPOOL.

IT SEEMED TO REPRESENT A SOURCE OF POWER FOR VOLAR, GRANTING HIM NEW ABILITIES AND NEW EXPERIENCES WITH EVERY STEP OF HIS EXTRAORDINARY JOURNEY.

**FOOTBALL FACT:** GUATEMALA WAS THE FIRST TEAM FROM CENTRAL AMERICA TO HOST A MATCH IN THE FIFA MEN'S WORLD CUP QUALIFIERS IN 1957.



WHICH TOOK HIM FARTHER FROM HIS FLOCK THAN HE HAD EVER BEEN BEFORE.

**FOOTBALL FACT:** THE CANADA WOMEN'S NATIONAL TEAM HAS QUALIFIED FOR FIVE OLYMPIC GAMES, WINNING THE GOLD MEDAL IN TOKYO 2020.



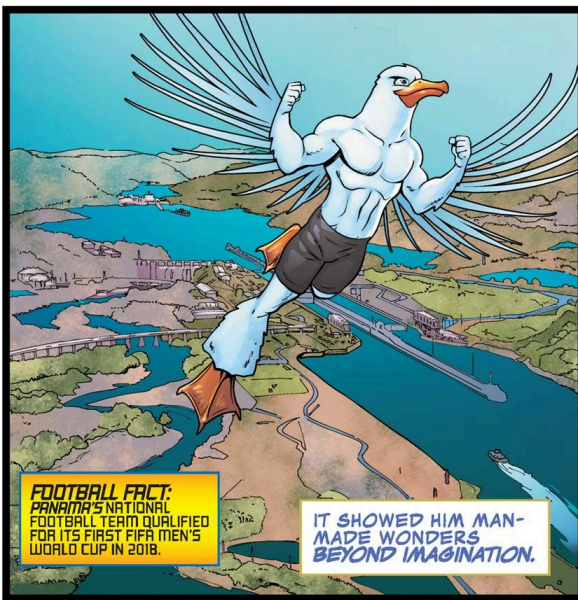
**FOOTBALL FACT:** CUBA WAS THE FIRST CARIBBEAN TEAM TO PARTICIPATE IN A FIFA MEN'S WORLD CUP IN 1938 WITHOUT PLAYING IN THE QUALIFIERS.

IT TOOK HIM TO NEW CITIES--



--AND NEW CULTURES.

**FOOTBALL FACT:** SURINAME HAS EXPERIENCED GREAT SUCCESS AT THE CLUB LEVEL WITH S.V. ROBINHOOD HOLDING A RECORD AS FIVE-TIME RUNNER-UP IN THE CONCACAF CHAMPIONS CUP.



**FOOTBALL FACT:** PANAMA'S NATIONAL FOOTBALL TEAM QUALIFIED FOR ITS FIRST FIFA MEN'S WORLD CUP IN 2018.

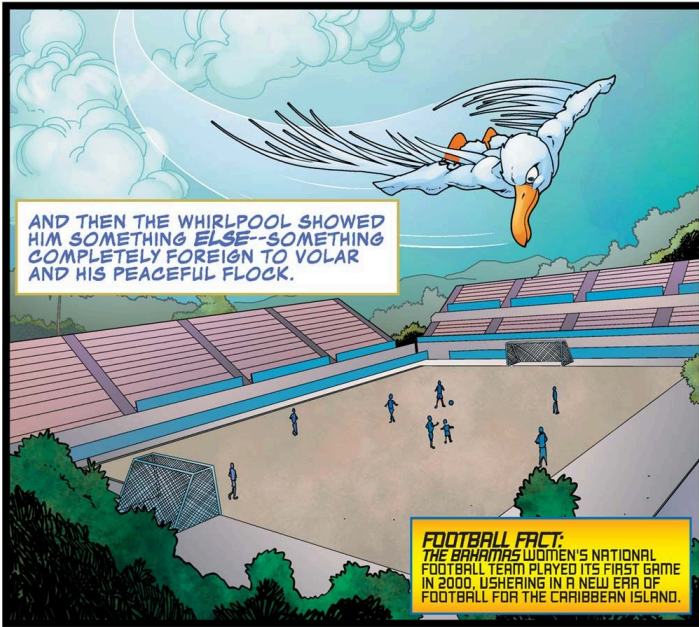
IT SHOWED HIM MAN-MADE WONDERS BEYOND IMAGINATION.



AND EVERYWHERE-- ABSOLUTELY EVERYWHERE-- IT SHOWED HIM ENDLESS VARIETIES OF INCREDIBLE BEAUTY.

**FOOTBALL FACT:** HAITI MADE HISTORY AT THE 1974 FIFA MEN'S WORLD CUP. WHEN EMMANUEL SANON'S GOAL BROKE THE RECORD OF 1,143 MINUTES WITHOUT CONCEDEING A GOAL HELD BY ITALY'S GOALKEEPER.





AND THEN THE WHIRLPOOL SHOWED HIM SOMETHING ELSE--SOMETHING COMPLETELY FOREIGN TO VOLAR AND HIS PEACEFUL FLOCK.

**FOOTBALL FACT:**  
THE BAHAMAS WOMEN'S NATIONAL FOOTBALL TEAM PLAYED ITS FIRST GAME IN 2000, USHERING IN A NEW ERA OF FOOTBALL FOR THE CARIBBEAN ISLAND.



FINE!  
BE THAT  
WAY!



WHAT'S GOING  
ON OVER  
HERE!

WHOOOSH

WHOA!



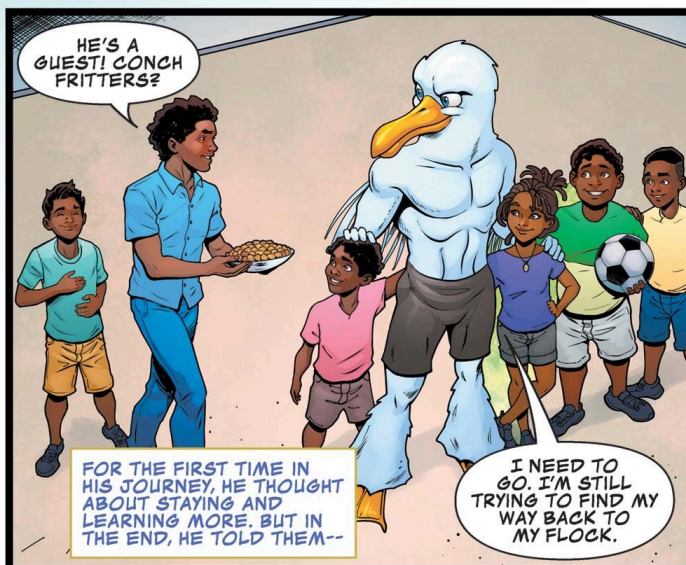
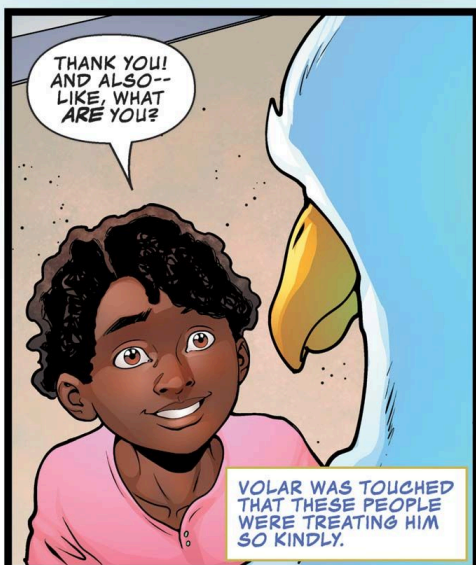
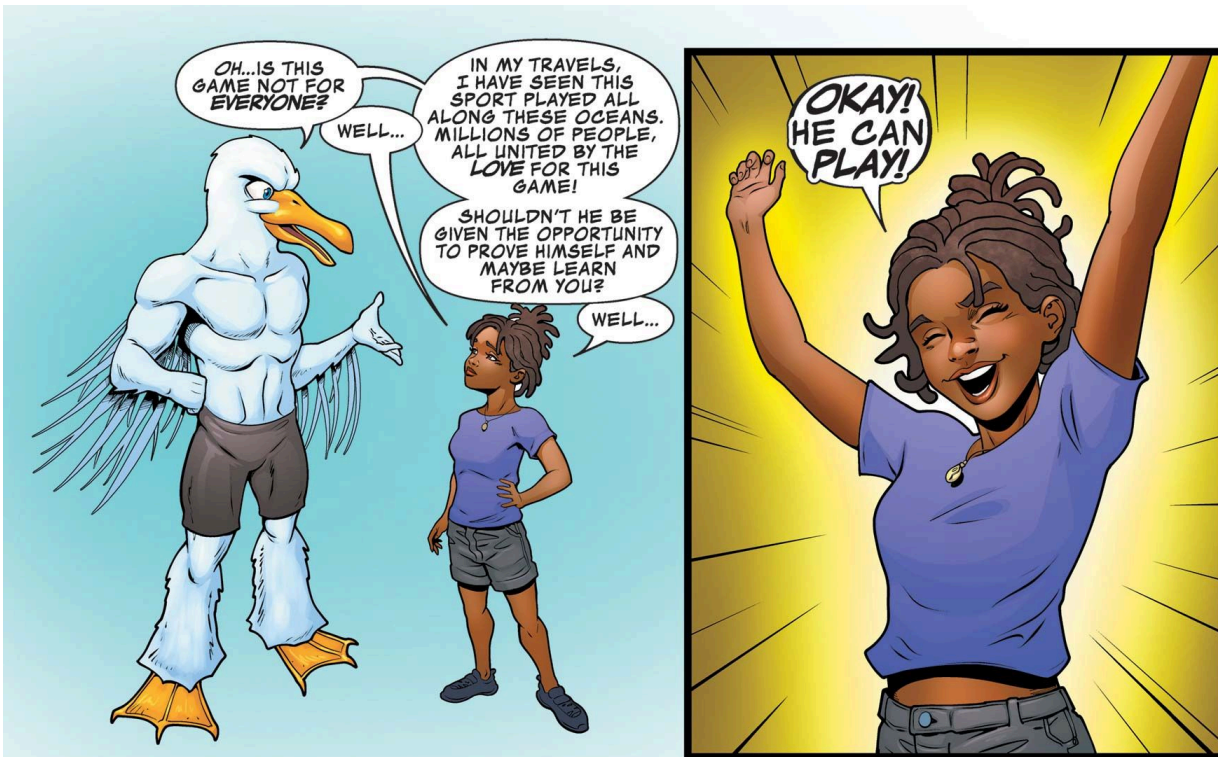
OH, SORRY! BUT...THAT  
POWER MIGHT COME  
IN HANDY IN THE  
FUTURE, HA HA!

WHAT'S GOING ON  
OVER HERE?



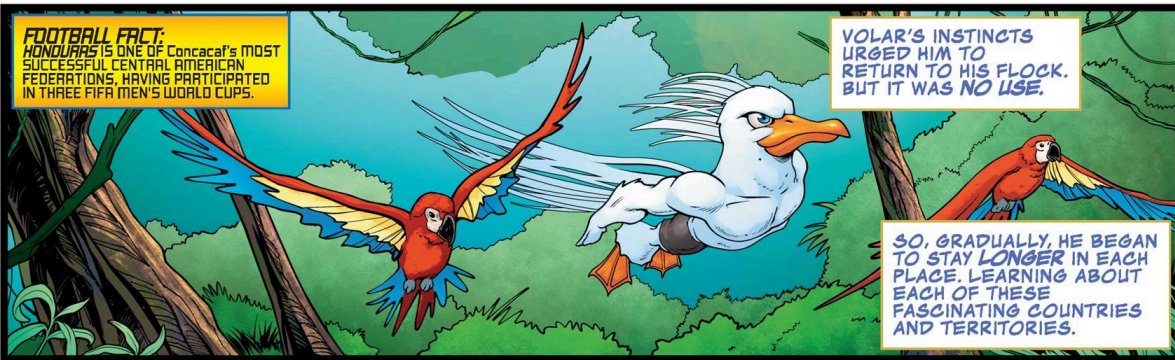
WE'RE JUST TELLING  
HIM HE'S NOT GOOD  
ENOUGH TO PLAY IN  
OUR FOOTBALL  
GAME!







**FOOTBALL FACT:**  
HONDURAS IS ONE OF CONCACAF'S MOST SUCCESSFUL CENTRAL AMERICAN FEDERATIONS, HAVING PARTICIPATED IN THREE FIFA MEN'S WORLD CUPS.



VOLAR'S INSTINCTS URGED HIM TO RETURN TO HIS FLOCK. BUT IT WAS NO USE.

SO, GRADUALLY, HE BEGAN TO STAY LONGER IN EACH PLACE, LEARNING ABOUT EACH OF THESE FASCINATING COUNTRIES AND TERRITORIES.

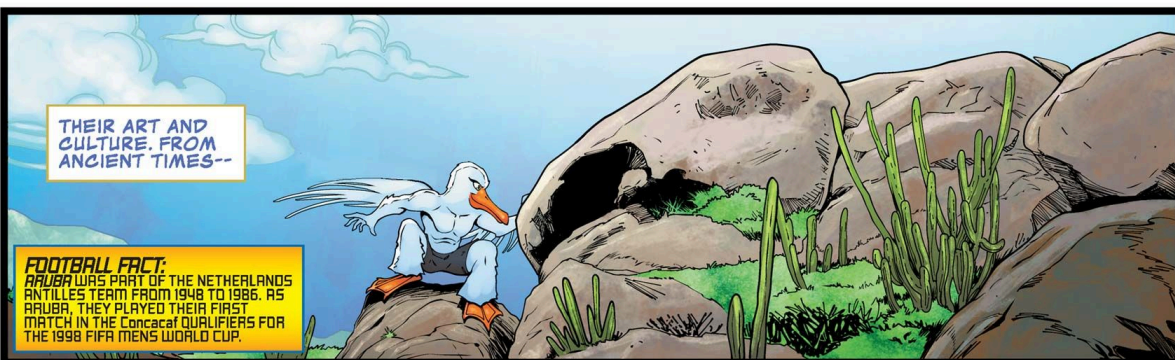
**FOOTBALL FACT:**  
BELIZE IS THE TEAM FROM CENTRAL AMERICA THAT WAITED THE LONGEST TO PLAY THEIR FIRST MATCH IN THE FIFA MEN'S WORLD CUP QUALIFIERS, ACHIEVING IT IN 1996.



HE ALSO LEARNED ABOUT THEIR RICH, EXTRAORDINARY HISTORIES.

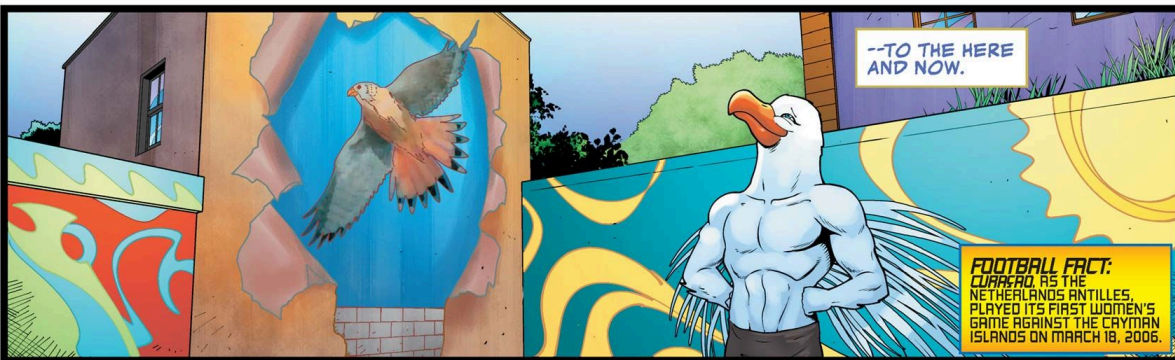
THEIR ART AND CULTURE, FROM ANCIENT--

**FOOTBALL FACT:**  
ARUBA WAS PART OF THE NETHERLANDS ANTILLES TEAM FROM 1948 TO 1986. AS ARUBA, THEY PLAYED THEIR FIRST MATCH IN THE CONCACAF QUALIFIERS FOR THE 1998 FIFA MEN'S WORLD CUP.



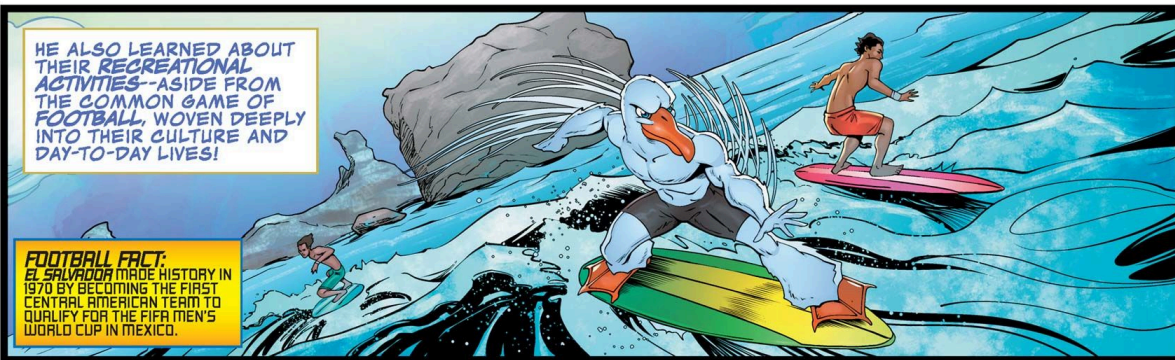
--TO THE HERE AND NOW.

**FOOTBALL FACT:**  
CURAÇAO, AS THE NETHERLANDS ANTILLES, PLAYED ITS FIRST WOMEN'S GAME AGAINST THE CAYMAN ISLANDS ON MARCH 18, 2006.



HE ALSO LEARNED ABOUT THEIR RECREATIONAL ACTIVITIES--ASIDE FROM THE COMMON GAME OF FOOTBALL, WOVEN DEEPLY INTO THEIR CULTURE AND DAY-TO-DAY LIVES!

**FOOTBALL FACT:**  
EL SALVADOR MADE HISTORY IN 1970 BY BECOMING THE FIRST CENTRAL AMERICAN TEAM TO QUALIFY FOR THE FIFA MEN'S WORLD CUP IN MEXICO.





**FOOTBALL FACT:** GUADELOUPE WON THE "COUPE DES CARIBBES" IN 1948 AGAINST THEIR COUNTERPARTS FROM MARTINIQUE, A TOURNAMENT THAT WOULD BE THE PRECURSOR OF THE CARIBBEAN NATIONS CUP TOURNAMENT.

<NICE FEATHERS! SO REALISTIC!>\*

<YES, WELL, THERE'S A REASON FOR THAT-->

HE LEARNED ABOUT THEIR CELEBRATIONS AND THEIR RICH CULTURAL TAPESTRY...

\*TRANSLATED FROM FRENCH.

...THEIR CULINARY DELIGHTS.

THIS TASTES AMAASHING!

HE'S EATING THE CONEY DOG! THE BIRD IS EATING THE CONEY DOG!

GET A PICTURE! WE CAN GO VIRAL!

**FOOTBALL FACT:** THE UNITED STATES WOMEN'S TEAM HAS WON FIVE OLYMPIC GOLD MEDALS AND FOUR WOMEN'S WORLD CUPS, THE MOST OF ANY NATION IN EITHER COMPETITION.

VOLAR'S TRAVELS LASTED SO LONG THAT EVENTUALLY, HE BEGAN TO RETURN TO THE SAME PLACES. TO MEET THE SAME PEOPLE.

I LOVE THIS GAME!

OF COURSE! EVERYONE DOES!

YES! AND I GET TO PLAY IT EVERYWHERE I GO! AND EVERYTIME I PLAY IT--I FEEL LIKE I'M GAINING NEW POWERS! NEW EXPERIENCES! GOING FARTHER ALONG THIS AMAZING JOURNEY!

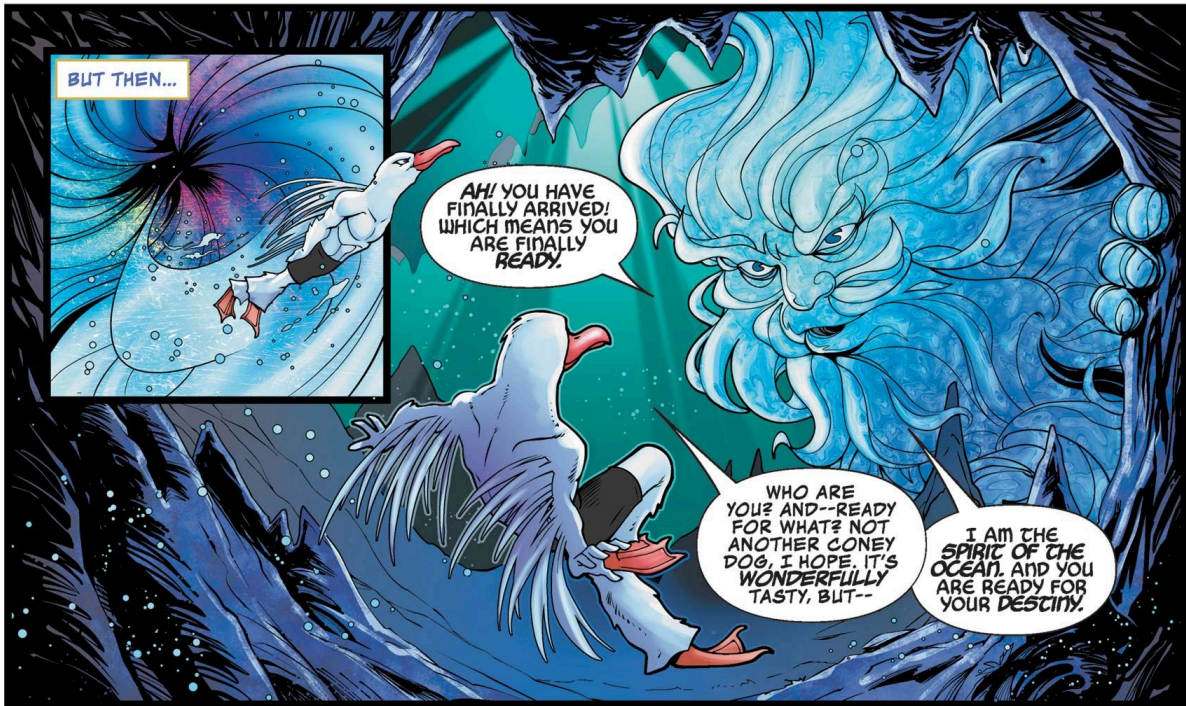
**FOOTBALL FACT:** MEXICO SUCCESSFULLY LAUNCHED ITS WOMEN'S PROFESSIONAL LEAGUE, LIGA MX FEMENIL, IN 2017 WITH 18 CLUBS.

VOLAR BEGAN TO WONDER IF THIS WAS HIS ENTIRE EXISTENCE NOW. TRAVELING. LEARNING, MEETING NEW PEOPLE. SEEING TRANSCENDENT BEAUTY. BUT NEVER MAKING HIS WAY BACK TO HIS FLOCK.

NEVER FINDING THE MEANING AND PURPOSE OF ALL OF THIS.

**FOOTBALL FACT:** CLUB FOOTBALL CONTINUES TO GROW IN NICARAGUA AS SHOWCASED BY REAL ESTELI, WHICH REACHED THE FINAL OF THE 2023 AND 2024 Concacaf CENTRAL AMERICAN CUP.





**BUT THEN...**

AH! YOU HAVE FINALLY ARRIVED! WHICH MEANS YOU ARE FINALLY READY!

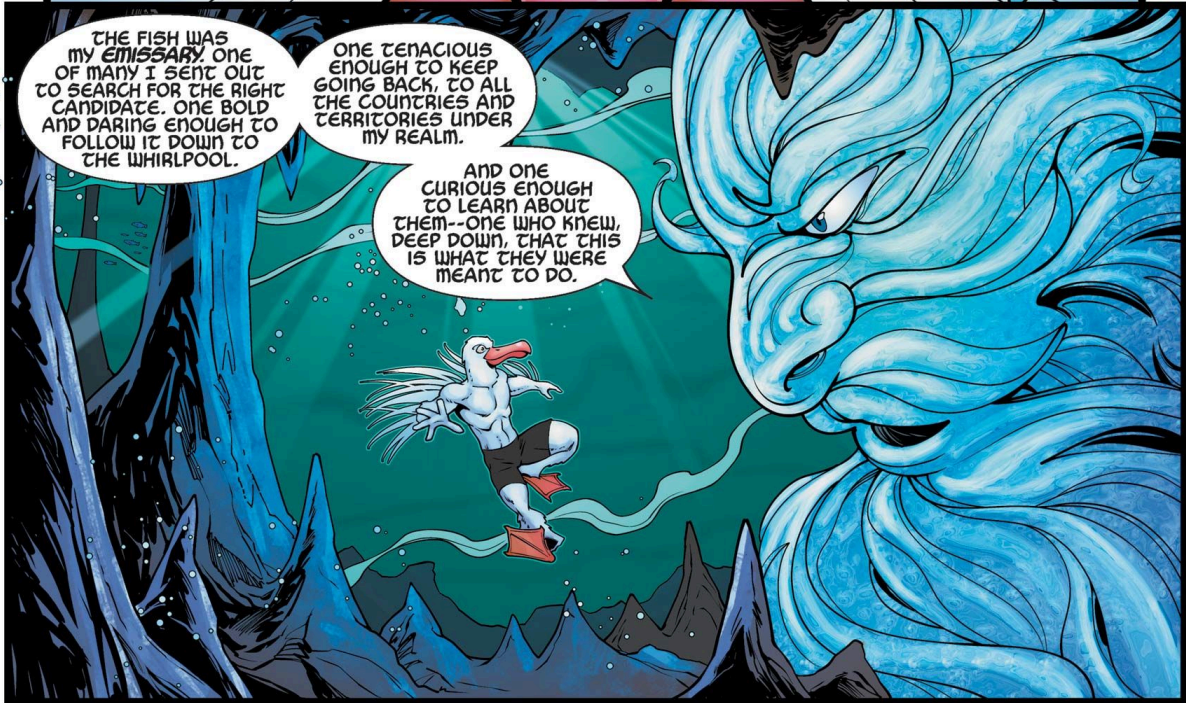
WHO ARE YOU? AND--READY FOR WHAT? NOT ANOTHER CONEY DOG, I HOPE. IT'S WONDERFULLY TASTY, BUT--

I AM THE SPIRIT OF THE OCEAN. AND YOU ARE READY FOR YOUR DESTINY!



WAIT, THAT PATTERN I SAW ON THE FISH...SO LONG AGO...

...IT WAS FROM A FOOTBALL!



THE FISH WAS MY EMISSARY. ONE OF MANY I SENT OUT TO SEARCH FOR THE RIGHT CANDIDATE. ONE BOLD AND DARING ENOUGH TO FOLLOW IT DOWN TO THE WHIRLPOOL.

ONE TENACIOUS ENOUGH TO KEEP GOING BACK, TO ALL THE COUNTRIES AND TERRITORIES UNDER MY REALM.

AND ONE CURIOUS ENOUGH TO LEARN ABOUT THEM--ONE WHO KNEW, DEEP DOWN, THAT THIS IS WHAT THEY WERE MEANT TO DO.





MY NATIONS NEED A GUARDIAN, AND YOU HAVE BEEN CHOSEN.

AND NOW YOU MUST LEAVE YOUR OLD LIFE BEHIND AND DEDICATE YOURSELF TO PROTECTING ALL THESE PLACES. AND THESE PEOPLE.



DO I HAVE A CHOICE?

OF COURSE! YOU ARE A **SYMBOL** OF FREEDOM TO ALL MY PEOPLE. AND YOU ARE **ALWAYS** FREE TO CHOOSE.

I JUST...I HOPED THAT AT THE END OF THIS, I WOULD MAKE MY WAY BACK TO MY FLOCK.

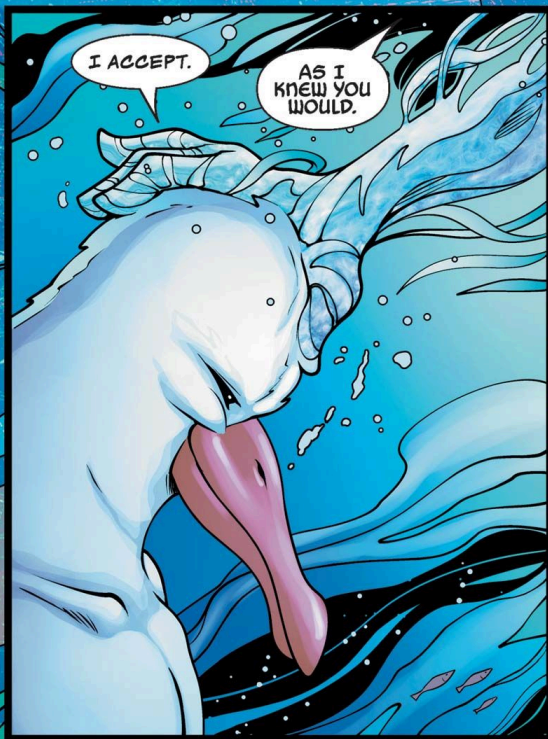


VOLAR...YOU NEVER LEFT. THE BEACHES MAY BE DIFFERENT. THE PEOPLE AND CULTURES MAY VARY. BUT...

IT'S ALL CONNECTED. ISN'T IT? IT'S ALL CONNECTED TO THE SAME VAST OCEAN I'VE ALWAYS KNOWN.

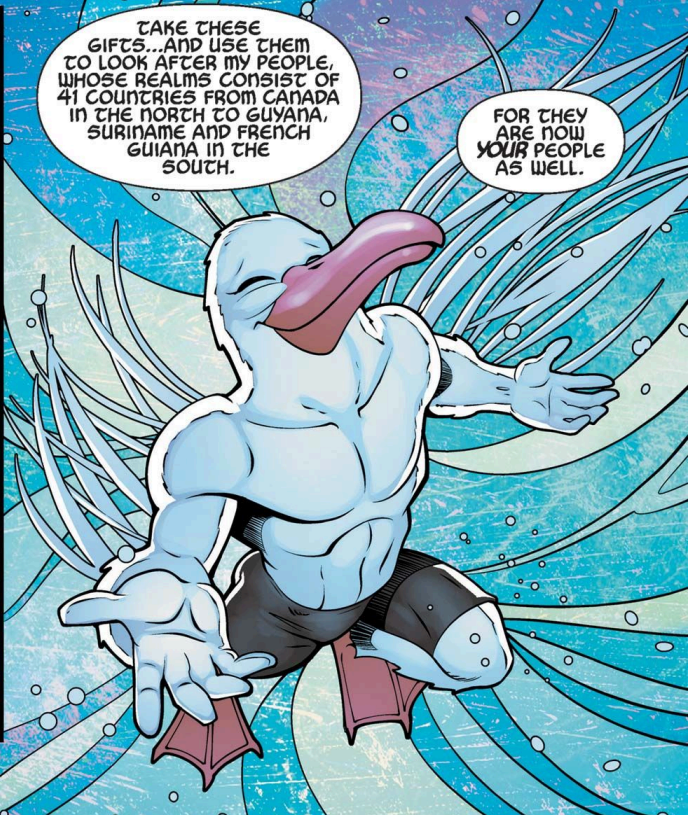
THESE PEOPLE...THEY'RE ALL MY FLOCK!

YES. AND YOUR FLOCK NEEDS YOU.



I ACCEPT.

AS I KNEW YOU WOULD.



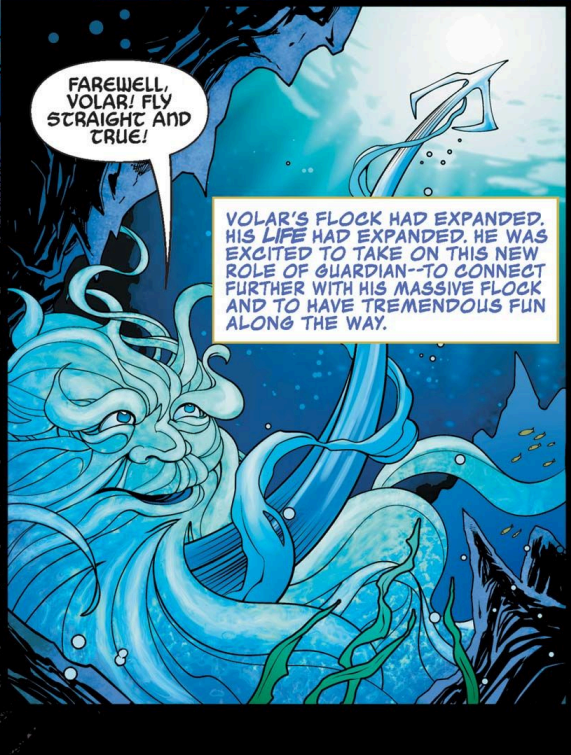
TAKE THESE GIFTS...AND USE THEM TO LOOK AFTER MY PEOPLE, WHOSE REALMS CONSIST OF 41 COUNTRIES FROM CANADA IN THE NORTH TO GUYANA, SURINAME AND FRENCH GUIANA IN THE SOUTH.

FOR THEY ARE NOW **YOUR** PEOPLE AS WELL.





THANK YOU, SPIRIT OF THE OCEAN.



FAREWELL, VOLAR! FLY STRAIGHT AND TRUE!

VOLAR'S FLOCK HAD EXPANDED. HIS LIFE HAD EXPANDED. HE WAS EXCITED TO TAKE ON THIS NEW ROLE OF GUARDIAN--TO CONNECT FURTHER WITH HIS MASSIVE FLOCK AND TO HAVE TREMENDOUS FUN ALONG THE WAY.



HE DIDN'T KNOW EXACTLY WHAT THE FUTURE WOULD BRING. BUT HE KNEW HE WOULD SPEND THE REST OF HIS DAYS WATCHING AND PROTECTING THE DENIZENS OF HIS NEW REALM.

AND THAT HE WOULD PLAY A LOT OF FOOTBALL ALONG THE WAY!

**TO BE CONTINUED!**



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