Yara launches a contest in support of the national football team in the European Championship

Plant nutrition firm Yara will launch next week "Yara with the Red" competition, to show its support football and the national football team in the European Championship that is taking place in France.

The dynamics of the contest is proposed as follows: the followers have to share a photo where the subject is the rural world and a crop appears in the image, and where image of Yara has also visibility. With all the images that people post (with the hashtag #YaraconlaRoja) on Tuesday 21,

the 5 photos with more retweets will be rewarded with five shirts of the Spanish team.

The tweet which will kick off this contest will be:

Ready to encourage the selection? Stay tuned to @YaraIberian and discover what they have prepared #YaraconlaRoja.

C'mon to compete in this initiative in support of the Spanish sport and our agriculture!