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PRESSEINFORMATION

Generali Deutschland presents the world's largest sailing regatta and the most important running events in Berlin

- Generali demonstrates corporate citizenship in sports promotion with focus on sustainability, social commitment and health prevention

- Generali extends partnership with BACOLANA, the world's largest sailing regatta

- Generali promotes community and integration with successful partnership with GENERALI BERLIN HALF MARATHON and BMW BERLIN MARATHON

- Commitment to social togetherness and integration through diverse capital city involvement

Pressekontakt

Tina Mirzai-Spitzer
Head of Corporate Communications
T +49 (0) 1511 4725191

Jörg Linder
Head of Media Relations
T +49 (0) 241 456-5664

Dirk Brandt
Media Relations
T +49 (0) 89 5121-2257

presse.de@generali.com

Generali Deutschland AG
Adenauerring 7
D-81737 München

www.generali.de

Twitter: @GeneraliDE

Berlin - on 7 September, Generali Deutschland will present in its capital office how urban life, community and integration are improved with the promotion of sport and culture.

For more than 40 years, Generali has supported the BARCOLANA, the largest sailing regatta in the world, with more than 2,800 boats and around 300,000 spectators. It will take place on 9 October in Trieste, is open to all sailing enthusiasts and, together with the Generali initiative "The Human Safety Net", promotes social commitment for integration and diversity.

This press event will also focus on the sporting and cultural initiatives of Generali Deutschland in Berlin. These include the GENERALI BERLIN HALF MARATHON, the GENERALI FRÜHSTÜCKSLAUF as part of the BMW BERLIN MARATHON and the photo exhibition "The Germans of the 21st Century", which took place at Potsdamer Platz in May. Regular support for the Federal President's Citizens' Festival is also part of the funding philosophy.

As a corporate citizen, Generali works with the event organisers to promote strong and reliable communities through sport, culture and the arts, to drive sustainable action and to strengthen diversity and inclusion. For the sporting events, there is also the fact that Generali wants to make an important contribution to the health of all participants.



Giulio Benedetti, Head of Communications, ESG and Public Affairs, says:

"Berlin has become an important location for our sporting, cultural and institutional engagement. From our capital office, we promote numerous initiatives that stand out for their attention to current issues. These include, above all, integration and civic engagement, diversity and inclusion, and health and prevention." With the same goals and values, Generali also promotes BARCOLANA, which takes place at its home base in Trieste. Generali has been a partner of the world's largest sailing regatta for decades, Benedetti said. "We contribute to its growth to make it a top event for sport, fun and growth for the Trieste region and for the thousands of people who participate every year from all over Europe."

GENERALI EXTENDS PARTNERSHIP WITH BARCOLANA

Sailing is a sport that Generali has supported for many years and whose values it shares. Against this background, Generali extended its partnership with the Società Velica di Barcola e Grignano (SVBG) for another three years this year. Generali thus supports BARCOLANA in its international development.

Registration is now open for the 54th edition, which will be held in Trieste from 30 September to 9 October 2022. "The great festival on land and the popular 'nautical pilgrimage' at the beginning of October will take place again, transforming Trieste into the international capital of sailing for all, with the aim of reflecting on sustainability and gender equality, spreading scientific issues and, above all, using again the passion for the sea as a means of bringing people together," says Dean Bassi, Sports Director of BARCOLANA. The event combines celebration, engagement and fun, says Bassi. And BARCOLANA's Director Organisation Piero Zecchini adds: "This year there is a special focus on the topic of equality. The successful 'Women in Sailing' project was organised for the first time last year in cooperation with Generali and will play an important role again this year."

The "Women in Sailing by Generali" project aims to highlight the importance of all women taking part in the event, at sea, on land and in the organisation. With this in mind, Generali is awarding the "Generali Women in Sailing Trophy" for the second year running to the first mixed team led by a female helmsman in the "Autumn Cup" on 9 October.

In addition, Generali joins the BARCOLANA 2022 charity programme as part of its initiative "The Human Safety Net" and supports family centres in the region.



GENERALI AND BERLIN HALF MARATHON WANT TO EXPAND EVENTS INTO A SUSTAINABLE RUNNING EVENT

In April this year, Generali Deutschland extended its title sponsorship for the Berlin Half Marathon until 2024 with SCC EVENTS. The successful partnership, which has been in place since 2019, focuses on promoting sustainability, social commitment and health prevention.

Jürgen Lock, Managing Director SCC EVENTS: "We are very pleased that Generali Deutschland AG as title sponsor has extended its commitment to the GENERALI BERLINER HALF MARATHON with SCC EVENTS as organiser until 2024. The focus on promoting sustainability and preventive health repeatedly shows how well we fit together as partners, as we both fundamentally take responsibility for these topics. Running promotes both physical and mental health and thus has a preventive effect against the most important common diseases. Moreover, hardly any other sport can be practised in such a resource-saving and environmentally friendly way. Our common goal is to develop the GENERALI BERLIN HALF MARATHON into an even more sustainable and environmentally conscious running event in the long term."

In addition to the GENERALI BERLIN HALF MARATHON, Generali is also involved in the BMW BERLIN MARATHON. Since 2017, it has been a partner of the event and title sponsor of the "GENERALI FRÜHSÜCKSLAUF", which takes place the day before. As a warm-up, up to 11,000 people run the almost 7 kilometres from Charlottenburg Palace to Berlin's largest breakfast buffet in the Olympic Stadium.

For Generali, the sustainable orientation of the GENERALI BERLIN HALF MARATHON means not only being committed to environmental and climate protection, but also to social responsibility. With the global initiative "The Human Safety Net", Generali supports disadvantaged families and their children together with SOS-Kinderdorf e.V. and creates sports and exercise opportunities in playgrounds, parks and at home throughout Germany. Voluntary donations from participants in the GENERALI BERLIN HALF MARATHON benefit the SOS Family Centre in Berlin Hellersdorf. As a Lifetime Partner, Generali is thus committed to ensuring that children can develop optimally mentally, physically and emotionally.

THE HUMAN SAFETY NET: INITIATIVE FOR SOCIAL ENGAGEMENT

With its global initiative "The Human Safety Net", Generali supports disadvantaged people in improving their own opportunities and contributing to a good and safe life in their families and communities. "The Human Safety Net (THSN) therefore uses sporting and cultural events to fundraise for social organisations.



BROAD-BASED SPORTS FOR HEALTH PREVENTION

Since 2016, Generali has been setting standards in Germany with its sponsorship strategy "Generali bewegt Deutschland" and has become one of the largest and most important sponsors in the German running scene. In addition to the GENERALI BERLIN HALF MARATHON, the insurance group is also the title sponsor of the GENERALI MUNICH MARATHON and GENERALI COLOGNE MARATHON, as well as a partner of the BMW BERLIN MARATHON. The company focuses on supporting running events to motivate people to lead a more health-conscious life. The aim is not to achieve top physical performance, but to enable everyone to run the distance that suits them.

Generali Deutschland is convinced of the positive effect of sport in health prevention. That is why it is committed to both popular sport and top-class sport, which encourages people to take up sport. That is why Generali, together with its distribution partner Deutsche Vermögensberatung AG (DVAG), has been cooperating with the German Tennis Federation (DTB) since the beginning of 2020. Both long-standing partners have also been national sponsors of Deutsche Sporthilfe since 2022.

GENERALI IN DEUTSCHLAND

Generali is one of the leading primary insurance groups in the German market with premium income of € 14.9 billion and around 10 million customers. As part of the international Generali Group, Generali operates in Germany with the brands Generali, CosmosDirekt and Dialog in the life, health and property/casualty segments. Generali's goal is to be a lifelong partner for its customers, offering innovative, individual solutions and services thanks to an excellent sales network in exclusive and direct sales as well as in the broker channel.

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