

PRESS RELEASE

PARTNERSHIP BETWEEN PALLACANESTRO TRIESTE AND BARCOLANA

Trieste, September 20, 2023 - A strong collaboration is born between Barcolana and Pallacanestro Trieste, ready to "team up" in the great challenges of the season, both on the basketball court and at sea. The two organizations share, in addition to their central role in Trieste's sports scene, an international outlook and a determination to excel. Their respective "seasons" also start simultaneously: Barcolana kicks off on September 29th, and Pallacanestro Trieste plays its first home game on October 4th.

Pallacanestro Trieste will be involved in Barcolana with a series of activities, including the special presence of the team in the Barcolana Village and participation in one of the competitive events on the event's busy schedule. They will also offer the opportunity to purchase tickets and season passes right on the waterfront.

On the other hand, **Barcolana will promote Pallacanestro Trieste to its audience through its communication channels**, given the coincidence of the first game of the season in the same week. They are also working on a new format for the regatta awards ceremony, which could take place at Palatrieste at the end of November.

"I had the opportunity to meet Michael Arcieri," commented Mitja Gialuz, president of the Società Velica di Barcola e Grignano, "and I immediately liked the concept of this team with local roots but international ambitions and influence. Finding a form of partnership was straightforward and immediate. We have many things in common, and it will be wonderful to chart our course together. With Pallacanestro Trieste, we also share one of the athletic trainers, and we have also inquired about the possibility of conducting specific workouts in the team's fitness gym."

"Since I arrived in Trieste - said Michael Arcieri, General Manager of Pallacanestro Trieste - everyone has been talking to me about Barcolana. I am very curious to experience this event together with the team and the staff. We will also be part of the big celebration: Barcolana will provide us with an additional opportunity to connect with the city and our audience, one of our main objectives for this season."

Barcolana Press Office: Wordpower srl

Francesca Capodanno - francesca.capodanno@wordpower.srl - +39 349 881 0482

Valeria Degano - valeria.degano@wordpower.srl - +39 339 433 1395

www.barcolana.it