



## Generali is presenting partner of the Barcolana Autumn Cup regatta

Trieste – Generali, a global insurance player present in 50 countries in the world, is presenting partner of the Barcolana Autumn Cup regatta, the sailing regatta that combines a passion for sport with a commitment to environmental sustainability and inclusion. Generali has been supporting the historic regatta for more than 40 years, championing its growth both in Italy and around the world.

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Generali has always supported sports activities and events that encourage a healthy lifestyle, with the aim of improving the well-being of people. This is why it forms partnerships with organisations that share the same values. It always pays special attention to spreading sports awareness amongst the new generations, in this way sharing values such as solidarity, integration and participation.

Barcolana is one perfect example of this. After starting off as a competition between a group of friends, it grew over the years and has progressively drawn an increasing number of participants coming from all over the world. Generali has accompanied it by proposing activities that have contributed to making the regatta and Trieste well-known the world over, while at the same time reinforcing its bond with the community.

Cultural and sports activities, promotion of environmental sustainability and local institutions such as the Museo della Bora museum, involvement of spokespeople supporting the values of sports: these are just a few examples of Generali's undertaking to aid the community. Added to this the 201 and 2018 editions of the Generali Cup, the regatta for Generali Group employees that has brought a selection of sailing enthusiast employees coming from different countries of the world where Generali is present.

### THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of more than € 66 billion in 2018. With nearly 71,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Generali's ambition is to be the life-time partner to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network.