

## PRESS RELEASE

### BARCOLANA54 PRESENTED BY GENERALI PRESENTED IN BERLIN

*Berlin, 7 September 2022* - The largest regatta in the world and the fastest marathon in Europe, both supported by Generali. The press conference to present the 54th edition of Barcolana54 Presented by Generali took place this morning in Generali's representative office in Berlin.

Generali decided to present to the press the two events which have many common features, starting from their shared values: *"We are extremely glad to have been able to present the Barcolana in our office in Berlin for the first time, along with the important initiatives of which we are partners in Berlin, such as the Generali Berlin Half Marathon,"* said **Giulio Benedetti, Country Head of Communications, ESG and Public Affairs for Generali Deutschland**. *"The Barcolana, the Berlin Half Marathon and the Berlin Marathon all have a strong connection with the cities hosting them, but they are also becoming increasingly international events attracting professionals and thousands of amateurs. Moreover, we have many values in common with these events, such as diversity and integration, sustainability and prevention through sports."*

The press conference was held in Generali's representative office in Berlin, a city boasting many sailing clubs despite its geographical location in the heart of Europe. The regatta was presented to the media covering sports and tourism. **Dean Bassi, SVBG's sports Director and Piero Zecchini, Barcolana srl's Director**, presented the different facets of the event to a new public, sparking their interest in terms of sports activities and tourism opportunities. *"Our goal,"* explained **Dean Bassi**, *"is to bring together all sailing lovers, the public and our partners in an increasingly inclusive event which we are extremely fond of. Sports bind us together, and not only are we "all on the same boat", quoting Barcolana50's manifesto, but "On the boat, we are all the same". These statements highlight the spirit of teamwork which is needed to participate and which the Barcolana aims to promote."*

600 boats have already registered for the event, 5% of which are Austrian or German. Beside sports-related information, one of the major themes is sustainability: *"Very soon we will present the Barcolana Sea Summit's program",* said **Piero Zecchini**, *"an event to meditate on sea health, together with our public and athletes."*

*"Our thanks go to our presenting partner,"* said **Mitja Gialuz, SVBG's president**, *"being able to focus on internationalisation once again is important for the event. After the pandemic-related hiatus, we can reach out to new people as well as promote the Barcolana and the local area."*

The next phase of the Barcolana's international roadshow will take place on Friday 16 September in Vienna - along with SIOT-TAL, illy, Promoturismo FVG and Generali. The Italian Embassy in Vienna will host the event in its prestigious headquarters. Afterwards, the Barcolana will be presented in Slovenia on 23 September.

**For more information:**

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