

PRESS RELEASE

THE BARCOLANA YOUNG AND THE VILLAGGIO BARCOLANA OPEN THE CELEBRATIONS 250 OPTIMIST SAILORS IN THREE REGATTAS THE AGREEMENT WITH STARDUST TO TALK ABOUT THE BARCOLANA TO “GEN Z”

Trieste, 1 ottobre 2022 - Trieste, 1 October 2022 - **250 young people officially opened the series of events at sea of Barcolana54 presented by Generali this morning:** as per tradition, the Barcolana Young, which is dedicated to the Optimist class, opened the series of regattas of the 54th edition. Weather conditions were still not ideal in the morning, but they improved from 12:00 p.m. onwards, allowing to hold 3 races with Libeccio and variable wind conditions ranging from 5 to 13 knots with steady waves. Everybody was deeply satisfied with the fact that all the scheduled races took place despite challenging weather conditions, especially our youngest athletes, many of whom are participating in the Barcolana Young for the first time after attending the sailing school over the summer.

The Juniores provisional classification before protests is the following: Alberto Avanzini, from the Centro Nautico Bartolino, who ranked first in all three races; Mattia di Martino, from the SVBG, who ranked fourth once and second twice; Sviatoslav Madonich from Ukraine who ranked second once and third twice. The first ranked female sailor is Nina Cittar from Società Triestina della Vela, who ranked thirteenth in the overall classification. The Piccoli Cadetti's provisional classification before protests is the following: Nicolò Santoro, from Società Triestina della Vela, who ranked second twice and first once; Pietro Vecchioni from SVBG (7th, 4th, 1st); Gianluca Zorzettig from SNPJ (8th, 15th, 12th). The first ranked female sailor is Modra Carlotta Fabec from the Cupa YC, who ranked sixth in the overall classification.

Three more regattas and the awards ceremony will take place at the Molo IV tomorrow at 6:00 p.m.. With the support of Fondazione CRTrieste, Murphy & Nye and BIC, the young athletes who excelled in the past season's World Championship and European Championship, individually and in crews, received an award as part of the Barcolana Young. They were awarded and celebrated by the AICO Optimist Class and by all young athletes in Trieste.

THE VILLAGGIO BARCOLANA OPENS IN PIAZZA UNITÀ - Celebrations have kicked off as well with the opening of the Barcolana's Gold Sponsors stands which have been set up in Piazza Unità along with the institutions.

Furthermore, more stands of the Village will open on the Waterfront on Wednesday 5 October, including the stands of the main teams, of the sponsors, and the ones selling food and wine, which is what makes the Barcolana's celebrations truly unique.

The Waterfront area right beside Piazza Unità will be close to traffic from the evening of Friday 7 October to 9 October, thus making the most crowded place of the celebrations a car-free area.

STARDUST AND ITS PARTNERSHIP FOR “GEN Z” - Stardust is an innovative business creating creative contents which are promoted by a wide network of creators and are perfectly in line with the brands' tone of voice as well as with the language of the social media. Stardust and Barcolana54 Presented by Generali have been working together for over a month to enhance dialogue between the

largest regatta in the world with its related regattas and Generation Z, and they have now started their partnership.

Thanks to the collaboration with Stardust, the Barcolana will reach out to the youngest and will arrive on the social media Tik Tok, where it “made its debut” with the first contents yesterday. As part of the collaboration with Stardust, contents for Instagram will be created thanks to the young people from the famous Stardust House. Many young influencers have started working with the Barcolana thanks to Stardust. They are ready to learn more about the event and experience it, as well as talk about it to a young audience with their own language.

Moreover, the agreement with Stardust includes a synergy with the Triestina, which will join the Barcolana in different ways and on several occasions.

More information at:

Barcolana Press Office - Wordpower srl

Francesca Capodanno - francesca.capodanno@wordpower.srl - +39 349 8810482

Serena Cappetti - serena.cappetti@wordpower.srl - +39 +39 333 1301526

Valeria Degano - valeria.degano@wordpower.srl - +39 339 4331395

ufficiostampa@barcolana.it - www.barcolana.it

Institutional partner



IO SONO
FRIULI
VENEZIA
GIULIA



PORT OF
TRIESTE



CAMERA DI COMMERCIO
VENIZIA GIULIA
TRIESTE GORIZIA



Fondazione
Fondazione TRIESTE



Gold sponsor



PROSECCO DOC
ITALIAN GENIO

SIRAM VEOLIA

FINCANTIERI



PORTOPICCOLO
Golfo di Trieste

Official carrier



Digital partner



Official car



Main media partner



Clothing partner

