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Snowy slopes greet the Lion

GENERALI AUSTRIA IS ONE OF THE MAIN SPONSORS OF THE 2009 ALPINE WORLD SKI CHAMPIONSHIPS IN VAL D'ISÈRE



Austrians love alpine ski both as players and as spectators. An average million people watch TV during a high level ski competition.

For this reason this year Generali Austria has focused most of its sport promotional activities on ski. In fact in the 2008/09 season in fact the Lion is taking part in a number of **world ski championship** races, men's and women's, in Finland, Canada, United States and Sweden.



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The major event of this project is the world ski **Championships** that will be held from **February 3 to 15, 2009**, in Val d'Isère, France.

The best skiers from around sixty countries will compete for eleven titles. Around 450 million viewers from all over the world will follow the competition.

It's worth mentioning that the event's international characteristics have allowed a remarkable commercial cooperation among different companies of the Group.