



24/09/2018
PRESS RELEASE

Generali celebrates 50 years of the event with Barcolana

Trieste – Generali, a global insurance company present in 50 countries around the world, is main sponsor of the “Barcolana” Autumn Cup for over 40 years. Today, on the occasion of the fiftieth edition of the largest and most famous regatta in the Mediterranean, has decided to connect its name even more closely with the event, becoming its presenting partner and supporting the growth of the event in Italy and abroad.

The Company promotes sport, encourages a healthy lifestyle, and is traditionally associated with sailing, sharing its values and spirit. For this reason, it created, in collaboration with local institutions, a series of initiatives dedicated to employees, the public, and, in particular, to young people, so that they can discover, through the metaphor of the wind, ties with the city of Trieste, the sea and local traditions, while enhancing the international atmosphere that characterises the event.

On the occasion of the 50th anniversary, Generali has also supported the publication of “**Un mare di racconti** (An Ocean of Stories)”, published by Giunti, an ensemble of voices and images exploring the various experiences related to the historic regatta.

The traditional link with the sea will also be evidenced by the presence of the historic “**caorlina**” rowing boat, belonging to Squero Vecio CRA of Generali Venezia, which will arrive from the city on the lagoon specifically to participate in Barcolana.

The Group has also renewed its support of the **Generali Cup**, the regatta for Group employees, now in its second year. The crews, formed of 50 employees from the Group’s various countries, will compete aboard 10 J70 monotypes amongst themselves on Saturday, 13 October, and during the Barcolana on Sunday, 14 October.

Lastly, Generali will also be present with **The Human Safety Net**, the global initiative to assist communities which made its international debut last year. Thanks to Centro per la Salute del Bambino, - one of the partners in the “For Families” programme - the activities of Trieste Village for Growth, which has been operational since June, will move from the Valmaura location to Piazza Unità, in the Generali stand.

The activities will specifically focus on younger children in the 0-6 age group and their families. The Village will be staffed by teachers and volunteers leading activities involving reading, music, games, and artistic expression, all centred around the theme of the sea.

Special attention was given to the Generali stand, which will be entirely constructed with recycled materials. Designed to facilitate activities with children, it will host various events that will raise awareness of the culture of the sea, including with the contribution of the Bora Museum.

At the stand, visitors can participate in an initiative to support the environment and The Human Safety Net: for each plastic cap brought to the stand and collected in the special container, Generali will donate money to Centro per la Salute del Bambino.

Media Relations

media@generali.com

Roberto Alatri
Group Media Relations &
Channels Management

T +39 0248248884
M +39 393474184430
roberto.alatri@generali.com

Sonia Sicco
Content Development &
International Affairs

T +39 0248248658
M +39 3358401768
sonia.sicco@generali.com



user: Generali
user: @GENERALI
user: generaligroup
user: GruppoGenerali



THE GENERALI GROUP

Generali is an independent Italian insurance group, with a strong international presence. Established in 1831, it is one of the largest global insurance providers, present in 50 countries and with 2017 total premium income of more than €68 billion. With nearly 74,000 employees serving 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in the markets of Central and Eastern Europe and in Asia.