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PRESS RELEASE

## Generali, partner of Barcolana 2020, supports sport and Trieste

- The Trofeo Generali will be awarded to the first-placed mixed team led by a female skipper, who will be rewarded with a customised Generali Academy coaching and leadership course
- A weather video point with real-time updates will be set up at the Barcolana Infopoint for both sailors and the public

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**#Generali4Sustainability**  
**#Reshapevalue**

Trieste – Generali continues its partnership with Barcolana 2020, the popular sailing regatta, which will be held on 11 October in the Gulf of Trieste during these unprecedented times for the country, supporting both sport and the local community.

Health, sustainability and inclusion are central themes for [Generali](#), presenting partner of Barcolana, which it has been supporting for more than forty years, offering lovers of the sport and the community of Trieste a spectacular event that attracts ever-increasing interest from sailors and spectators.

In this edition, organised in full compliance with COVID-19 measures, special attention will be paid to the local area and its relationship with the sea.

An event that aims to raise awareness of the ecosystem and sustainable practices through sailing, in order to enjoy the sport responsibly and benefit in terms of well-being and health from a fair and healthy shared activity.

This objective is pursued through the Trofeo Generali, which this year will reward the first-placed mixed team led by a female skipper. A commitment that fosters [Diversity&Inclusion](#), a theme renewed by Generali following the previous editions involving the testimony of international female sailors. This year's female winner will be rewarded with a customised Generali Academy coaching and leadership course. For Generali, building on diversity means creating long-term value, and being innovative and sustainable to make a difference.

Moreover, Generali will set up a weather video point at the Barcolana Infopoint in Piazza Unità, with real-time updates on the wind, tides and general conditions for both sailors and the general public.

*"Generali is working alongside Barcolana in a special edition of the event", commented Gabriele Galateri di Genola, Chairman of Generali, "testing a community's ability to cope with exceptional events by responding with new solutions. It is a chance to reflect on changes as an opportunity for transformation: health, sustainability and inclusion are the keywords of this edition, whose expression can be found in the sport. An edition made possible thanks to the joint effort of public and private institutions, offering everyone a healthy and safe opportunity for have fun, while respecting the sea, the local area and people."*



Generali supports sport events that encourage a healthy lifestyle, aimed at improving people's well-being, standing by their side both in sport and in everyday life, with the goal of becoming a Life-Time Partner. These include sailing, running - supporting competitive and non-competitive running events - tennis and team sports.

#### **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 € 69.7 billion in 2019. With nearly 72,000 employees serving 61 million customers, the Group has a leading position in Europe and an increasingly significant presence in Asia and Latin America. Generali's ambitious is to be a Life-Time Partner to its customers, offering innovative and customised solutions thanks to an unrivalled distribution network.**