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PRESS RELEASE

Generali, *main sponsor of the Barcolana*, sets sail with the Generali Cup, the regatta dedicated to its employees

Trieste - *The Generali Cup* – the regatta dedicated to Generali Group employees – will be contended in the Gulf of Trieste as part of the 49th Barcolana Autumn Cup regatta, scheduled to take place from 29 September to 8 October.

As main sponsor of the event for over 35 years, Generali has long supported sailing, a sport whose values it embraces and whose spirit it is committed to spreading by strengthening the ties with the local community and territory. This enduring commitment has been confirmed this year with a series of initiatives dedicated to Generali employees, to the wider public and, in particular, to youngsters, the aim being to discover, through the metaphor of sea winds and sailing knots, the lasting bond the Company has with Trieste, the sea and the local tradition.

The first of such events is the Generali Cup, to be contested by 50 employees – sailing enthusiasts from 13 different countries – selected from almost 300 candidates from around the world. The crews, aboard 10 one-design J70 keelboats, will challenge each other in a Trial Course and a Stadium Race on Saturday, before taking part in the Barcolana International Sailing Race proper on Sunday.

Generali has also organized Barcolana Lab, now in its second year, a workshop dedicated to “sea skills and wisdom” for children attending Trieste’s recreation centres, in partnership with the City of Trieste and the Bora Museum. This year girls and boys will be involved in making “pop-up” cardboard boats that will set sail in a special “Children’s Barcolana”.

Back onshore, the alpine ski racer Federica Brignonge, and other Olympic stars, will be at the Generali Stand on Saturday 7 October to meet fans, both young and old, and talk about sport and competition.

“As the Barcolana’s main sponsor, we want to contribute to creating an experience of value – we want people to know the territory, to understand the role of the sea in human culture, to involve the local community,” said **Gabriele Galateri, chairman of Assicurazioni Generali**. *“We will be at the Barcolana with our men and women who will be coming to Trieste from around the world to compete in the regattas and to have a great time; we will be there for the children organising events at recreation centres across the city and at our own stand, to show young people the wisdom of the sea; we will be closely liaising with local entities and associations, starting with the Museum of the Bora, the wind that is a distinguishing feature of Trieste; and we will be interacting with sportswomen and sportsmen, professional and non-professional alike, who will tell us about the true meaning of sport. Because the Barcolana is the history – the history in the making – of Trieste,”* chairman Galateri concluded.

Over the years, Generali has sustained numerous internationally-renowned yachtsmen and regattas, inviting to the Barcolana not only the solitary sailing ace Isabelle Joschke, but also other sporting champs like the Olympic skier Tina Maze.

THE GENERALI GROUP





The Generali Group is an independent insurance group with a strong international presence. Established in 1831, it is a major global player with operations in over 60 countries, raising over €70 billion in premiums in 2016. With almost 74 thousand employees worldwide and some 55 million clients, Generali is the leading insurance group in Western Europe and a growing force in markets in Central-Eastern Europe and Asia. In 2017, Corporate Knights ranked the Generali Group as one of the world’s most sustainable companies.

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