



30/10/2019
PRESS RELEASE

Generali is the title sponsor of the 2020 Milan Marathon

Generali is the title sponsor of the Milan Marathon for the second year running, the international race now in its 20th edition, which will be held on 05 April 2020 in the heart of the Lombardy capital.

Generali supports sports activities and events that encourage a healthy lifestyle, aimed at improving the well-being of people, and building partnerships with organisations that share the same values as the Group. It always pays special attention to raising sports awareness amongst the new generations, encouraging group participation and the values of solidarity and social integration associated with it.

The Group will be represented at the event by The Human Safety Net, the initiative that unites the potential of the social sector with that of Generali on a global level, and which aims to have a long-term impact on the lives of the most vulnerable people and bring out their talents. Through 'Ora di Futuro' - The Human Safety Net project in Italy aimed at supporting families - a charity race will be launched for the project's NGOs partners.

Moreover, Generali is continuing with its marathon training project for employees, which started in 2019.

Generali supports running, a rapidly growing sport, characterised by huge discipline and a close relationship with the local area. Among the most important marathons supported are those in Berlin, Munich and Frankfurt in Germany, in Switzerland and in Malaysia.

The 20th edition of the marathon will come to Citylife, home of Generali Tower, one of the most significant urban districts in Europe, founded on the concepts of quality of life, creation of services, sustainability and renewable energy.





The Chairman of Generali, Gabriele Galateri di Genola, stated, "*The Milan Marathon is a sporting event which embraces the city: it's not just about sport and participation, but also sharing and solidarity. And so we are very pleased to be renewing our partnership in the year that the marathon is celebrating an important anniversary, sharing it with our people, so that the message of a healthy lifestyle pursued through sport, among other things, is accompanied by that of a positive event, open to all, and sustainable.*"

Generali also promotes winter sports, through the partnership with the Alpine Ski World Cup of the International Ski Federation, sailing and team sports like rugby, in Spain, and football with the Croatian Federation, the Austrian Federation (ÖFB), AC Sparta Praha in the Czech Republic and the Generali Aréna stadium.

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THE GENERALI GROUP

Generali is one of the leading insurance and savings management companies in the world. Established in 1831, it is present in 50 countries around the world, with a total premium income of more than € 66 billion in 2018. With nearly 71,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. The ambition of Generali is to be a life-time partner to its customers, offering innovative and customised solutions thanks to an unrivalled distribution network.