



PRESS RELEASE

AGREEMENT BETWEEN BARCOLANA AND GENERALI FOR THE EVENT'S INTERNATIONAL GROWTH

Trieste, 24th September 2018 – The Sailing Club Società Velica di Barcola e Grignano (SVBG) and Assicurazioni Generali have signed an agreement to renew their 40-year partnership. Generali will be *presenting sponsor* and will support the international growth of Barcolana for the next three years.

The announcement was made today at a press conference in Trieste by Mitja Gialuz, chairman of SVBG, and Gabriele Galateri di Genola, chairman of Assicurazioni Generali, on the eve of the 50th edition of the world's largest Regatta scheduled for Sunday 14th October in Trieste and preceded by 400 sea-related events starting from Friday 5th October.

With this agreement Generali further endorses the event through activities of internationalization - a process which started 2 years ago - promotion of the territory, and events for sports, culture, and solidarity.

Generali will support Barcolana in all the activities planned for this year, fostering the development of the event and consolidating projects which have brought about Barcolana's great growth since 2015.

*"This is a strategic moment for SVBG – stated **Mitja Gialuz, chairman of Barcolana** – : on the eve of the 50th edition of Barcolana which we present today with our Main Sponsor Generali we are honoured to announce that Generali will continue to support Barcolana in the next three years. This sponsorship will allow Barcolana to develop new projects: promotion of the territory, creation of added value for Trieste and the region Friuli Venezia Giulia, development and safeguard of sea culture, sports at all levels, volunteering, and active participation of the citizens in the organization of an event which is everyone's heritage."*

*"Generali is proud of supporting Barcolana and its expansion in Italy and in the world – stated **Gabriele Galateri di Genola, chairman of Assicurazioni Generali** – we believe in this event and in its potential for growth to foster the territory, society and sport. That's why we at Generali, as global player in 50 countries, want to further contribute to making Barcolana more international by offering our experience, projects, and entrepreneurial expertise".*

*"We are honoured of sponsoring an event like Barcolana – stated **Marco Sesana, Country Manager and CEO of Generali Italia and Global Business Lines** – During the years, Barcolana has become the most important and fascinating sailing event worldwide and a showcase for Trieste, the historical seat of*



our Insurance Company. Generali promotes sports, prevention and a healthy lifestyle. That's why initiatives such as Barcolana, which foster wellbeing and aggregation, fully represent our values".

During the press conference Barcolana presented the event calendar for 2018. The calendar has more than 400 events scheduled - most of them for free – organized in partnership with the local institutions, the sponsors and more than 100 associations, which have shared with Barcolana their sea-related initiatives.

*"C'ero anch'io" (I was there too) will be the leitmotiv of Barcolana50: "Celebrating the 50th anniversary of Barcolana means celebrating the over 100,000 sailors who have raced in our regattas. With "C'ero anch'io" we are highlighting the importance of our protagonists, the skippers who have taken part in the regatta at least once" – stated **Mitja Gialuz**.*

The Assicurazioni Generali Chairman **Galateri di Genola** presented the book published by Barcolana and Giunti to mark the 50th anniversary of the event. The publishing was supported by Generali as one of the "special initiative for Barcolana" and will be available for purchase from October 5th.

Generali will once again promote Generali CUP, in its second edition, scheduled for 13th October. The event is open to Generali's employees who come to Trieste from the world over to race in a series of regattas aboard J79 monohulls, anticipating the spirit of the Barcolana Regatta.

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THE GENERALI GROUP

Generali is an Italian independent insurance group, with several offices worldwide. Founded in 1831, Generali is one of the most important global players in more than 50 countries, generating profits for more than €68 billion for 2017. It has more than 71 thousand employees and 57 million clients worldwide, making Generali a leader in Western Europe. The Group's role in Central-eastern Europe and in Asia is also increasing steadily.

BARCOLANA

For all the sea and sailing lovers and for all those who want to join a unique event, the Barcolana Regatta is scheduled in Trieste on the second Sunday of October. Barcolana is the international Regatta with the highest number of sailboats.

This year's edition will take place on October 14th 2018. 2,000 boats line up at the start line, sailed by world-class helmsmen, racing enthusiasts and cruisers, all fascinated by an event which every sea dog should experience at least once in their lifetime. Barcolana is now in its 50th edition and continues to offer that unrivalled combination of sailing competition and fun: professional sailors compete for overall victory and to score a sailing record, while amateur crews race against each other trying to beat a club friend or a mooring neighbour. Starting time is 10:30 a.m.: all yachts line up together at the start line, but the first boats will complete the 13-mile course in the Gulf of Trieste in less than two hours, while the last ones will cross the finish line at sunset. What they all share is the excitement of answering the call of the sea and of sailing to take part in an extraordinary competition in a unique city. Before the day of the Race, the Barcolana festival will be filled with 9 exciting days of water sports and seafaring cultural events. Starting on October 5th each night there will be theatres night shows, shore-side street concerts, nautical exhibitions, meetings with book writers, open water swimming races, mono-hull regattas by night, and parades of vintage vessels, optimist class yachts, catamarans, futuristic prototypes and classic vessels. All against the backdrop of the Barcolana Village, set up along the seafront, just opposite Piazza Unità d'Italia, next to the moored yachts, where spectators can enjoy all the activities and take advantage of the perfect viewing spot.