



UniCredit becomes Official Partner of the Rome 2024 European Athletics Championships

Italian long jumpers Larissa Iapichino and Mattia Furlani are UniCredit Ambassadors

The bank is also providing support for the “Your Sport For Life” project, promote sport as part of a healthy lifestyle in primary schools

UniCredit is the Official Partner of the Rome 2024 European Athletics Championships, which will take place in Rome from 7 to 12 June at the Olympic Stadium.

After 50 years, the most important athletics competition is returning to Rome, bringing together **the best Italian and European athletes for six days of competition, across 24 disciplines**, ready to inspire the many athletes and fans who will crowd into the Foro Italico Park.

Among the protagonists of this edition are two young Italian long jump champions, who will also be representing UniCredit as Ambassadors: **Larissa Iapichino and Mattia Furlani**. Both will hope to be standing atop the podium come the end of their events and the bank wishes them the best of luck.

Inside the Foro Italico, there will also be a Fan Village, where **UniCredit will have a stand** offering numerous activities linked to the world of sport.

For **UniCredit**, a pan-European commercial bank with a **solid presence in 13 countries** on the continent and 15 million customers worldwide, the partnership constitutes a union based on shared values, as well as a common focus on innovation, diversity, and commitment to sustainability. It demonstrates the bank's support for the world of sport and its affinity with the values that sport represents: team spirit, determination, respect for the rules, inclusion.

Andrea Orcel, Group CEO & Head of Italy, UniCredit, said: “UniCredit is proud to be the official partner of one of the most anticipated and relevant events in athletics, hosted in the Italian capital. Athletics tests individual talent, ambition, commitment, and teamwork – values that we also strive to uphold in our bank. At UniCredit, we believe in the importance of pursuing excellence, above all with integrity, and this competition is an example of what can be achieved when people's talent is unleashed through commitment, determination, and hard work. We look forward to honouring this exciting sport and witnessing feats that will make history.”

Athletics is also closely linked to promoting a healthy and active lifestyle. And UniCredit, which is committed to promoting all-round social sustainability – starting with young people and education – sees this as an opportunity to demonstrate its commitment in supporting health and well-being alongside its other values.

For this reason, the bank has enthusiastically embraced the **"Your Sport For Life" project**, which involves students, teachers and tutors of **primary schools** in a **proactive campaign to raise awareness and promote sport** as part of a healthy lifestyle in schools, families and society as a whole.

Students participating in the “Your Sport For Life” classes will make **videos**, using techniques of their choice (filming plays, performances, messages, drawings, poems, sculptures, songs) as a means of **expressing their ideas on the values of athletics and the world of sport**. The videos will be published on the roma2024.eu digital platform and can be projected on the big screens of the Olympic stadium, while the children who present the best projects will have the opportunity to attend the competition in person.