



## **MEDIA RELEASE**

*Famous Gianluca Zambrotta announces Italia Soccer Camp in Belgrade*

### **Banca Intesa supports the 4<sup>th</sup> Italia Soccer Camp for children**

**Belgrade, 05.06.2018** – Banca Intesa supports Italia Soccer Camp in Serbia for the 4<sup>th</sup> consecutive time, an event which will provide boys and girls ages 7-14 a unique opportunity to learn about the skills and secrets of this sport through working with the top Italian coaches.

At today's press conference organized with regard to the opening of the Camp, the official promoter of the project, one of the best defence players of European football of his time and former player for the Nazionale, FC Juventus and FC Barcelona teams – Gianluca Zambrotta, expressed his pleasure for being a part of such successful football story for children.

“I am very happy to be here in Belgrade owing to the support of Banca Intesa, in the country which, it is my strong belief, will be the centre of football in this part of Europe. Now, when we are only a few days away from the start of FIFA World Cup Russia 2018, I am proud to say that Italy remains one of the protagonists of the worldwide football scene as the winner of four titles, despite the fact that its national team will not take part in the upcoming championship. Recently, I have visited new football markets, such as India and China, and I have seen how much football can have a positive impact not only on the country's youth, but also on its overall development. In my opinion, this scenario is possible in Serbia as well, as football has already become part of the consciousness of all generations in this country,” said Gianluca Zambrotta.

The Camp will be held between June 18 and June 22, 2018, at the FC Voždovac sports pitch in Stadion Shopping Centre and it will involve practices involving technique, physical endurance and tactics. Italia Soccer Camp, synonymous with football, entertainment and success under the umbrella of Club Italia Master that represents the Italian former Nazionale players, will be led by five Italian football coaches that will reveal and teach various skills of top class football in practice.

“As a part of Italian bank group Intesa Sanpaolo, Banca Intesa has supported the organization of this truly great sports event for children for the fourth consecutive year.



We believe that by being actively involved in such initiatives we can contribute to promotion of sports and of positive values of team spirit and forming of healthy habits and proper development of the youngest population on one hand, and on the other, we can create new sports stars,” said Sandra Lazarević, Head of PR and Marketing Communication at Banca Intesa.

“I am truly proud that we have established the cooperation and have in Belgrade a legendary player such as Gianluca Zambrotta, who was a part of the championship winning team of the FIFA World Cup 2006. Once again, I would like to reiterate that the event is free of charge for young Serbian footballers, as we have recognized the role and importance of football in forming new generations of players. For that reason, we travel across the world with the legends of Italian football and participate in significant events such as Italia Soccer Camp Belgrade 2018,” said Marco Schembri, General Manager of World Camp Srl, Italian company that organized the event.

As before, three most talented children taking part in the camp will travel to Italy and together with children from other countries, they are going to attend the Italia Soccer Camp Day. This three-day event will be held on the pitches of Coverciano Academy, and selected players will get an opportunity to enjoy practices, matches, special courses, tour of the Italian Football Museum, Series A matches and other interesting contents.

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*Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is the leader in domestic market, reliable partner for 1.32 million clients, natural and legal entities. With net balance sheet amount of close to 5 billion euros, total deposits of 3.3 billion euros and total placements of 2.7 billion euros, Banca Intesa Belgrade is leading the list of the biggest banks in Serbia. Owing to a developed business network of 158 branches across Serbia, the most developed network of ATMs and POS terminals and professional team of around 2,900 employees, the bank is achieving considerable growth in all business areas. Banca Intesa is developing its business activities in retail and small business operations, corporate banking and local self-government operations.*

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