



PRESS RELEASE

Fabrizio Ravanelli helping children in Serbia learn secrets of football

Banca Intesa supports third edition of Italia Soccer Camp

Belgrade, June 19, 2017 – Banca Intesa supports the third edition of Italia Soccer Camp dedicated to boys and girls between 7 and 14 years old who will have a unique opportunity to learn about skills and secrets of the game directly from top Italian trainers.

The event will be held June 19-23, 2017 in FC Voždovac football field at Stadion Shopping Centre and involves technical and athletic training, besides tactical teachings. In Belgrade the working group of six Italian trainers is working alongside Mr. Fabrizio Ravanelli, former member of Italian national team and one of the best strikers in Europe of his time.

“We are really pleased to be back once more in Belgrade, thanks to Banca Intesa Beograd support, because our certainty that this Country will be a primary place in the future of football is getting stronger year after year. All the young players who will be attending the Italia Soccer Camp will get the opportunity to train themselves using the methods of top Italian official technical staff. We’ll keep a constant eye on young talents we’ll see during the event and we are willing to offer them the opportunity to show their skills in Italy,” stated Ravanelli, the footballer who played with FC Juventus and FC Barcelona, besides wearing the Nazionale jersey.

As usual, two of the most talented camp attendants will be invited to Italy with their families to take part in The Italia Soccer Camp day, together with other kids coming from others countries. The tree-days event will be held on Coverciano academy infrastructure. The selected players will enjoy: Training sections, matches, special clinics, Italian Football Museum tour, Serie A match and more.

“We are delighted that, as part of Italy’s Intesa Sanpaolo for the third consecutive year, we are able to support not only the promotion of football, but also the establishment of positive values of healthy lifestyle and sport in general. We believe that sport teaches us all important lessons about teamwork, communion and respect, and that is why the support to initiatives and programmes promoting involvement of children and young in




sports activities is an important element of CSR activities at Banca Intesa. We are especially pleased as this year children from Zvecanska will participate and have the opportunity to spend time and practice football with their peers within the Camp,” said Rajka Šinik Vulić, acting Head of Banca Intesa PR and Marketing Communications Department.

For years, Italia Soccer Camp has been synonymous with football, entertainment, excitement, and success under the umbrella of Club Italia Master’s brand that represents the Italian former players that had contributed to national team success as 4 FIFA World Cups.

We are very proud of working with Banca Intesa that is giving entirely free of charge, for the third year in a row, the chance to Serbian kids to wear the Azzurri color. We travel all around the world with Italian legends to participate to important event like Italia Soccer Camp Belgrade 2017 that will see as well the participation of the European Freestyler Champion Swann Ritossa to perform today at the opening ceremony of the Camp and to teach the participants new methods to improve their skills” confirmed Mr. Marco Schembri, GM of the company that has organized the event.

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*Banca Intesa ad Beograd, member of **INTESA**  **SANPAOLO**, is a leading bank in the domestic market, a reliable partner of 1.3 million clients, natural persons and legal entities. With a net balance sum of EUR 4.7 billion, EUR 3.1 billion in total deposits and EUR 2.4 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a developed business network comprised of 165 branches all over Serbia, the most developed network of ATMs and POS terminals, as well as a professional team of around 3,000 employees, the Bank achieves stable results in all areas of business by developing activities in the retail, small business, agriculture and local administration sectors.*

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