

2024 PRESS KIT



IMGA



WINTER WORLD
MASTERS GAMES
LOMBARDIA 2024

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Winter World Masters Games Lombardia 2024

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01

Winter World Masters Games Lombardia 2024

HISTORY

The World Masters Games **were founded on the 7th August 1985**, the date on which the competition actually began hosted by the city of **Toronto**, Canada: the capital of the province of Ontario welcomed 8,305 athletes and sports enthusiasts from 61 countries from around the world, who were to become the protagonists of **the first summer staging** of the Games.

But it was only **in 2010** that **the first winter games** were staged: the chosen venue was **Bled**, in Slovenia, and the sporting event saw the participation of 3,000 athletes from 42 different countries. Over a period of more than a week the city provided the opportunity to attend and participate in competitions across seven different disciplines.

Hence in more than 30 years of great passion and sport, the World Masters Games have confirmed themselves as **an important multi-sport meeting for master athletes** - aged between 25 and 35, depending on the discipline - whose overall aim is to promote "sport for all ages and for life".

The World Masters Games **are organised every two years**: hence the summer and winter games themselves are organized every four, two years apart from each other, just as happens with the Olympic Games. From the

beginning the organisation of the sporting event has had the support of the **International Masters Games Association (IMGS)**, an international organization, **member of the Global Association of International Sports Federations (GAISF)**, a non-profit association which brings together international sports federations that can report to the Olympic International Committees.

IMGA – INTERNATIONAL MASTERS GAMES ASSOCIATION

The International Masters Games Association (IMGA) is an organization recognised by the International Olympic Committee whose president is the Olympic champion Sergey Bubka. The mission of the association is to promote the philosophy of "sport for all": an important social commitment, which is also underlined in the motto "Sport for Life. Life without limits."

Every multi-sport event organised by IMGA has as its fundamental values, competition, friendship and understanding between "over" athletes, regardless of age, sex, race, religion or sporting condition: the events promoted by the organisation, in fact, offer participants the opportunity to meet people with the same passions, to explore wonderful places around the world whilst at the same time practising the sports they love deeply.

THE FOURTH WINTER STAGING IS ON ITS WAY: "Enjoy Your Passion" with the Winter World Masters Games Lombardy 2024

After Innsbruck, which hosted the last winter staging of 2020, it will be Lombardy to host the next **Winter World Masters Games, the most important winter sports event in the world reserved for "Over 30"** athletes which has been strongly supported by the Ministry of Tourism, the Lombardy region, and by the nine Municipalities that will host the actual competitions: everyone immediately recognised the enormous potential of the event promoted by the IMGA which anticipates the Milan-Cortina Olympics of 2026.

From the 11 to 21 January 2024, the Municipalities in Lombardy and Trentino of **Aprica, Bormio, Chiavenna, Chiesa in Valmalenco, Madesimo, Pellizzano, Ponte di Legno - Tonale and Vermiglio**, will be hosting competitions in 15 winter snow and ice sports disciplines, from alpine skiing to ice hockey, biathlon to curling, from short track to ski jumping. The town of **Sondrio**, furthermore, has been selected to stage the **Welcome Ceremony** which will be held on **11 January**.

This multi-sport initiative with an international scope - which boasts as its core value "sport for all ages and for life" is an important example of territorial **collaboration between different mountain locations** for the creation of an event which puts right at its **very heart values of sustainability and excellence**.

The Winter World Masters Games Lombardy 2024 is a communal project aimed at underlining

the importance of local mountain tourism and of sport: the thousands of athletes, enthusiasts and volunteers who will be animating the various venues of the event will not only have the opportunity to attend and participate in their particular winter sports favourites, but they will also be able to discover local traditions of the nine Municipalities, enjoying their nature, culture, history and typical food and wine.

THE WWMG FOUNDATION LOMBARDY 2024

Nine representatives, one from each Municipality, were to breathe life into the **WWMG Foundation Lombardy 2024**, which is engaged in every aspect linked to the organisation and promotion of the event and the territories involved.

The delegations met during the summer of 2022 to formally and ideologically unite, sharing ambitions and intent, defining a timetable, with the desire to seize any opportunities that an event of such importance brings along with it, and as a consequence to intensify its impact on each and every territory.

Ivan Faustinelli, Mayor of the Municipality di Ponte di Legno, was appointed **President of the Foundation**, supported by a Board of Directors made up of representatives of the other eight Municipalities: for **Madesimo, Mayor Daniela Pilatti**, for **Chiavenna, Mayor Luca Della Bitta**, for **Chiesa in Valmalenco, Mayor Renata Petrella**, for **Sondrio, Alessandro Vanoi** who also takes on the role of sports manager, for **Aprica, Councillor Alessandro Damiani**, for **Bormio, Advisor Dario Da Zanche**, for **Vermiglio, Mayor Michele Bertolini** and for **Pellizzano, Mayor Francesca Tomaselli**.

Alessandro Mottinelli of the Consortium of Ponte di Legno, was invited to fill the role of **CEO**, while **Daniela De Rosa** was appointed **deputy** and **Filippo Maria Pighetti** takes on the role of **General Secretary** of the Foundation. Ministerial Councillor **Manuela Di Centa** was appointed **Honorary President** of the Foundation.



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THE LOGO

The Foundation entrusted the logo creation to **IED – The European Institute of Design**, and its network of advanced training in the creative field since 1966 which has always regarded collaboration with leading institutions and companies throughout the world as a fundamental factor in their educational strategy.

Two multi-disciplinary teams of IED students contributed to the development of the creative idea; they were enrolled on three-year courses in Communication Design and Sound Design and also Masters in Graphic Design, Animation Design and Creative Direction, under the supervision of tutors/teachers Carlo Amico, Jole Lombardini, Julian Mendez Palacios, Ruggero Faggioni, Saverio Procaccini and Sara Brienza.

The brand created aimed to highlight both **the passion for sport and the link with the territory** in which the games will take place: the concept demonstrates how the athletes, protagonists of the games, are moved by their passion, illustrated by **the torch flame** and at the same time feel a strong sense of identity with the locations where the Winter World Masters Games Lombardy 2024 will take place. It's from this premise that the logo came to fruition, where the torch is stylised and the flame reworked so as to evoke, in shape and form, the valleys and alpine mountains overlapping each other.

02

Nine territories to discover

Nine Municipalities, between Lombardy and Trentino will form the setting and host at least one of the competitions making up the **15 winter disciplines** on ice and snow.

In Lombardy, **Aprica** will host alpine skiing, ski mountaineering and snow volley; **Bormio** will be the venue for figure skating and short track skating; **Chiavenna** will see ice hockey competition, while **Chiesa in Valmalenco** will wake up to ski orienteering, and speed skating; **Madesimo** will host curling and at **Ponte di Legno - Tonale** ski mountaineering, alpine skiing and snow run will all feature.

Furthermore **Sondrio** has been chosen to stage the Welcome Ceremony, which will be held on January 11.

In Trentino, **Pellizzano** will host ski jumping and nordic combined and at **Vermiglio** biathlon, cross country and nordic combined should prove popular.

Nine locations united by **an intense concentration and respect for nature and the environment**, both indisputable protagonists for the different mountain territories involved. Hence the Municipalities of Aprica, Bormio, Chiavenna, Chiesa in Valmalenco, Madesimo, Pellizzano, Ponte di Legno - Tonale, Vermiglio and Sondrio all share the common objective of **maximising environmental and economic sustainability**. It will involve a commitment to the promotion of public transport, the choice of a plastic free approach throughout the duration of the event and, whenever possible to collaborate with local associations and companies, in order to avoid unnecessary travel and thus reduce CO2 emissions.



📍 Aprica Lombardia

Historic communication route for pilgrims, soldiers and merchants coming down from Bernina towards the Po valley. Today Aprica is a popular mountain destination for families, offering a range of outdoor activities in both summer and winter and including nursery slopes for newcomers to the snow. The town is situated on the Alpine pass sharing its name that links

Valtellina with Valcamonica and since 2020/21 can boast the longest illuminated slope in Europe - the Super Panoramica del Baradello.

Competitions in **alpine skiing**, **ski mountaineering** and **snow volley** will take place here.

ALPINE SKIING

Alpine skiing, also known as downhill skiing, became part of the programme for the Winter Olympic Games for the first time on the occasion of the IV Games at Garmisch-Partenkirchen in 1936. It comprises the following specialities: slalom, giant slalom, super G, downhill and combined.

SKI MOUNTAINEERING

Practised during periods of snowfall, typically using "off-piste" slopes, the discipline requires suitable skis and sealskins, permitting uphill movement to tackle strictly mountaineering routes.

SNOW VOLLEY

Started off in Russia as a traditional Christmas tournament and was recognised as an official sport a mere five years later, snow volleyball is the winter version of beach volleyball and is played on snow pitches (40 cm) in a rectangular court (16 x 8 metres). Each team is made up of 2 players who can position themselves freely on the playing area and who compete over 2 sets.



📍 **Bormio** Lombardia

Pure white valleys, a thousand year history and the largest thermal park in the Alpine arc, with nine springs which feed three plants, are just three of the key elements that characterise Bormio, a town that occupies a natural amphitheatre surrounded by the commanding peaks of the Rhaetian Alps. It's a scenario which is suitable for both summer and winter holidays dedicated to sports and outdoor activities such

as trekking, biking, golf and skiing on slopes that host international competitions every year, the Ski World Cup on the celebrated "Stelvio" slope is a good example.

Bormio will be the setting in which the **figure skating** and short track competitions will take place.

FIGURE SKATING



The first winter sport included in the Olympics in 1908, figure skating can be individual, pairs or team competition: athletes, on skates, perform exercises on the ice consisting of figures, steps, pirouettes and jumps to a musical score.

SHORT TRACK



In short track speed skating competitions, skaters compete simultaneously on a 111.12 metre long indoor track aiming to be first and thus achieve the best speed time.



📍 **Chiavenna** Lombardia

A town where the pace of life is slow, Chiavenna combines the "good life" and culture with typical outdoor activities of the mountains: the historic centre of the place is characterised by a wealth of artistic-cultural beauty; museums and mansions that record the history of the area - while all around the mountain peaks of Valchiavenna

loom large, and of course the valley's noted crotti are always ready to welcome visitors to taste traditional food and wines.

Chiavenna will be hosting the **ice hockey** tournament.

ICE HOCKEY



Adopting the term "hockey" in 1785, this is a highly physical and technical sport in which two teams oppose each other on skates: the objective of both squads is to direct the puck into the opponent's goal as many times as possible and in that way win the contest.



📍 Chiesa in Valmalenco *Lombardia*

Situated precisely at the point where the valley splits into two, Chiesa in Valmalenco, is the main summer and winter tourist resort of Valmalenco, an area immersed in seductive, unspoiled nature, a genuine paradise in winter for lovers of skiing and a range of other disciplines. It's also the stage for the Snowboard World Cup.

The location will burst into life with the **ski orienteering** and **speed skating** competitions.

SKI ORIENTEERING



A speciality of the sporting discipline of orienteering, ski orienteering sees athletes using cross-country skiing techniques and equipment to proceed along a route aided by compass and map.

SPEED SKATING



A competitive form of ice skating in which athletes, fitted with skates, challenge each other to travel a defined distance in the shortest time possible.



📍 Madesimo *Lombardia*

At an altitude of 1550 metres, Madesimo is a well-regarded tourist destination in Valchiavenna surrounded by the majestic peaks of the Rhaetian Alps. During the winter season, sports enthusiasts gather to enjoy the 60 km of slopes of one of the most noted ski areas in the Alpine panorama,

whilst in summertime there are plenty of outdoor activities for all the family.

The **Curling** competition will be based here.

CURLING



An official sport of the Winter Olympics since 1998, curling is a team game played on a frozen rink: it is believed to have been invented in medieval Scotland in the mid 16th century.



📍 Pellizzano *Trentino*

Pellizzano, small yet distinctive town in the Val di Sole, is characterised by seductive corners with reminders of historical events and splendidly unspoiled nature, the latter featuring strongly in this enchanting community between the banks of the Noce. An ideal spot for anyone looking for a holiday dedicated to relaxation, sport and local

food and wine, it's famous for ski jumping and nordic combined which will be the two specialities of the Winter World Masters Games 2024 to be hosted right here.

SKI JUMPING

The origins of ski jumping date back to 1808, but it was only in 1924 that it became part of the Olympic programme at the Chamonix-Mont Blanc Games. It's a sport in which athletes, wearing particularly lengthy skis, hurl themselves from a springboard at speed with the aim of landing as far away as possible to achieve first place in the rankings.

NORDIC COMBINED

The sport hails from Norway - and has formed part of the Winter Olympics programme since 1924 - it involves competitors competing in two nordic skiing disciplines: cross country skiing and ski jumping.



📍 Ponte di Legno - Tonale *Lombardia*

The most expansive ski area in Lombardy, as well as a crossroads with Trentino, Ponte di Legno - Tonale is one of most popular destinations for alpine skiing enthusiasts, as it boasts over 100 km of slopes for the full range of abilities. In summer, it transforms easily into a paradise for those who want to spend time at the heart of

nature enjoying a selection of outdoor activities, including trekking and golf.

The resort will host **ski mountaineering, alpine skiing, snow run and special slalom** competitions.

SKI MOUNTAINEERING

Practised during periods of snowfall, typically using "off-piste" slopes, the discipline requires suitable skis and sealskins, permitting uphill movement to tackle strictly mountaineering routes.

ALPINE SKIING

Alpine skiing, also known as downhill skiing, became part of the programme for the Winter Olympic Games for the first time on the occasion of the IV Games at Garmisch-Partenkirchen in 1936. It comprises the following specialities: slalom, giant slalom, super G, downhill and combined.

SNOW RUN

A stimulating and exciting foot race in the mountains, during which athletes, immersed in spectacular landscapes challenge each other along snow-covered paths and well-trodden slopes.



📍 Sondrio Lombardia

Provincial capital, it represents Valtellina's centre of gravity, as well as the gateway to Valmalenco. The town boasts an important historical and cultural heritage, made evident by the number of theatres, exhibitions and events that are organised in its vicinity.

The **Welcome Ceremony** of the Winter World Masters Games Lombardy 2024 will take place here on the 11 January.

📍 Vermiglio Trentino

Located at the northern tip of Val di Sole, between mountains, meadows and water courses, it's the perfect destination for practising sports, tasting the exquisite local Trentino gastronomy and discovering history and tradition.

Biathlon, cross country and **Nordic combined** competitions will be held here.

BIATHLON



Forming part of the Nordic skiing tradition, biathlon is a winter discipline in which participants compete in two specialities: rifle shooting and cross country skiing.

CROSS COUNTRY



Originating in the late 19th century in Norway, cross country is also known as Nordic skiing: participants use skis and poles in winter along prepared trails of either flat or hilly profile.

NORDIC COMBINED



The sport hails from Norway - and has formed part of the Winter Olympics programme since 1924 - it involves competitors competing in two nordic skiing disciplines: cross country skiing and ski jumping.



03

COMPETITION SCHEDULE

	FRIDAY 12	SATURDAY 13	SUNDAY 14	MONDAY 15	TUESDAY 16	WEDNESDAY 17	THURSDAY 18	FRIDAY 19	SATURDAY 20	SUNDAY 21
PONTE DI LEGNO - TONALE e APRICA				SUPER G time trial	GS CAT. A + SL CAT. B	GS CAT. C + SL CAT. A	SUPER G CAT. A + CAT. C + GS CAT. B	SUPER G CAT. B + SL CAT. C		
VERMIGLIO		Km 30 CL / M + KM 15 CL/W		Km 7,5 CL7 M + KM 5 CL/W	Km 7,5 SK / m + km 5 SK/W	Km 15 CL / M + Km 10 CL/W	Km 15 SK / M + KM 10 SK/W		RELAY	Km 30 SK / M + km 15 SK/W
PELLIZZANO			HS 38 60+		HS 66 30/59 GUNDERSEN					
PELLIZZANO			HS 38		HS 66	HS 66 TEAM HS 66				
VERMIGLIO	Km 10		SPRINT		RELAY					
PONTE DI LEGNO - TONALE e APRICA	VERTICAL		INDIVIDUAL		APRICA BY NIGHT					
CHIESA IN VALMALENCO		SPRINT		MIDDLE		LONG				
CHIESA IN VALMALENCO					500/3000		1500/5000		1000/10000	
BORMIO	1500 mt + HEATS RELAY	500 mt + SEMIFINAL RELAY	1000 mt + FINALS RELAY							
BORMIO				DANCE INDIVIDUAL SYNCRO	DANCE /INDIVIDUAL	DANCE /INDIVIDUAL	INDIVIDUAL	INDIVIDUAL /PAIRS	INDIVIDUAL	INDIVIDUAL /PAIRS
MADESIMO				MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	MIXED & MIXED DOUBLES	FINALS
CHIAVENNA	WOMEN / MEN +50	MEN +30	WOMEN / MEN +50	MEN +30	WOMEN / MEN +50	MEN +30	SEMIF WOMEN / SEMIF MEN+50	QUARTER MAN +30	3-4 PLACE W 3-4 PLACE M +50 SEMIF M+30	3-4 PLACE MEN +30 ALL FINALS
PONTE DI LEGNO - TONALE		CLASSIC		VERTICAL						
APRICA		ELIMINATORY M/F/MIX	ELIMINATORY M/F/MIX	FINALS						

For the occasion of the Winter World Masters Games Lombardy 2024, a website has been prepared where you can find all information about the event, the countries participating, as well as the schedule for all competitions held between 12 - 24 January.

SPORT



04

Our partners

With the patronage of the Ministry for Tourism.



The Region of Lombardy has been selected by the International Masters Games Association as the destination to host the next Winter World Masters Games 2024. It's an opportunity which forms part of the planning framework of the Lombardy region which is keen to sustain sport and its positive values, incorporating sporting events on an international scale, as vital factors for the promotion of healthy lifestyles, the development of the economy and the territory itself. This particular initiative is considered a valuable forerunner towards the preparation of Lombardy, in all its varied landscapes and institutions, for the Olympic and Paralympic Games of Milan-Cortina to be hosted in 2026.



Trentino Marketing, a company founded in 2003, is the territorial marketing agency of the autonomous Province of Trento. It's engaged in the conception, implementation and promotion of initiatives and projects for the development of Trentino tourism. Always concerned with the organisational and promotional operation of "Major events", i.e. events of considerable prestige and international appeal, and at the same time in communicating the area's values and qualities and thus fostering new tourist initiatives in the fabulous seasons of spring and autumn.



With a track record spanning two decades and involvement in more than 250 international events, Anteprima Events has vast experience, and specialises in the design and management of merchandising projects and the provision of event services and consultancy. The company can boast collaborations with many major, globally recognised brands and has a reputation for excellence and reliability within the sector.



CMP is the Italian sportswear brand dedicated to the whole family. Since 2010 it has been producing clothing and footwear - with a single mission: to ensure that outdoor activities are ever more intense and exciting, wherever and however you choose to spend them, just as the company declares - "Wherever You Feel Emotions". The CMP collections are created from a 70 year manufacturing tradition, that of the Gruppo F.lli Campagnolo, and are recognised for their technicality, comfort, the use of quality raw materials, with an Italian style and a passion for colours. From trekking/hiking to skiing and ski touring, running and MTB through to more laid-back, leisurely and even beachwear CMP can kit you out for every occasion.



Enervit The Positive Nutrition Company is a company active in the market of sports food

supplements and functional nutrition. It concentrates on the research, development, production and marketing of foods and supplements for anyone who practises sports or who pays close attention to well-being and keeping fit. Enervit promotes a culture of Positive Nutrition combined with the benefits of regular physical activity, and is genuinely committed whilst doing so, to a respect for the environment, the community and to contribute positively to sustainability. The entire production process, from conception/design to testing, from development to final production is carried out in the Zelbio (CO) and Erba (CO) factories guaranteeing quality of the highest order.



With 69,1 million rentals every day, the Europcar Group is present in more than 140 countries to offer attractive alternatives to car ownership, in a responsible and sustainable fashion. The proposition was the brainchild of Raoul-Louis Mattei who, in 1949, created "L'Abonnement Automobile": a company which would later become Compagnie Internationale Europcars, today recognised simply as Europcar.



IED - European Institute of Design, Higher Education Network - in the creative field since 1966 maintaining a profoundly Italian cultural matrix combined with a global outlook, having a total of twelve bases in Italy, Spain and Brazil. Collaboration with leading institutions and companies has always played a fundamental part in IED's educational strategy: to date, over 200 organisations contribute each year to the development of both educational and consultancy projects working jointly with the Institute.



Founded at Sarnico in the 60's, Radio Number One then established itself in Bergamo in 1995, where its headquarters are currently located

and from where it broadcasts Italian and international music, news and commentaries on the world of current affairs, podcast and insights into music, entertainment, art, culture, books and sport.



24hassistance: a simple and innovative online insurance that has always been close to the hearts of our customers. With its snowcare policy 24hassistance insures over a million ski days every year. Snowcare is an insurance that protects skiers and snowboarders even for just a single day and protects them from any accidents or injuries (RC) but also in case of rescue/relief on the slopes and reimbursement of ski passes and equipment not used in the event of an accident. With Snowcare, lovers of winter sports are covered even if they cannot go skiing due to illness or quarantine before even the ski pass becomes valid.



The Telepass Group operates within the mobility services sector, offering an integrated system of services in both urban and suburban areas: a genuine eco-system of companies created to give people the opportunity to move freely, without obstacles. Integrated, efficient and reliable technological solutions, with the capacity to maximise movement at your convenience.



Trudi was founded in 1954 in Tarcento, a small town in Friuli-Venezia Giulia in the province of Udine, by Gertrud "Trudi" Müller Patriarca, always a passionate enthusiast in the creation of fabric soft toys initially created for herself, family and friends. Following participation in trade fairs in the 60's, the passion turned into an entrepreneurial success story. Today Trudi S.p.A. is an international point of reference for lovers of soft toys, which since 2022 have been produced with polyester fibre padding, 100% recycled material.



IMGA



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MASTERS GAMES
LOMBARDIA 2024

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