

Sestriere, 9 November 2022

AUDI FIS SKI WORLD CUP

Partners who make the event great

A fundamental role in the organisation of the event is played by the partners. First of all, in addition to the prestigious sponsors and commercial partners, the great involvement of all the main institutions operating in the area and believing in its potential should be highlighted, from Regione Piemonte to the Sestriere Municipality, from the Consorzio Turismo Sestriere to Turismo Torino e Provincia. All united by a very ambitious common objective: to organise the event in the best possible way in order to present to the world a territory with a high tourist value.

The ski schools in the area will also make their professionalism available by working directly on the race track, as will the Taurinense Alpine Brigade, which as always supports the work of the Committee with means and professional personnel. Also involved are the doctors and nurses of ASLTO3, experts in the management of emergencies, to provide direct and qualified assistance to the athletes and the public expected to attend the races.

"The event is built with the sponsors and partners, they are the strength of our Organizing Committee," says Gualtiero Brasso, President of the local Organizing Committee, "from institutions to public companies, from associations to private companies, they are the ones who allow us to offer the public an exciting spectacle from a competitive point of view and a weekend full of many initiatives and activities for all tastes."

Clearly, in addition to the main sponsors who follow the various stages of the circuit, the focus is on the partners and commercial sponsors of the local Organizing Committee:

- Caffè Vergnano will not only be present in the Commercial Village, but will also organize Coffee Experiences within the customized stand in Via Louset;
- Erboristeria Magentina will gift athletes and technicians with natural cosmetics, with all the properties of natural products and all the benefits of the most advanced cosmetics;
- the friends of Energia Pura who, inside the customized truck, will create a real living room, giving life to interviews and meetings with Max Blardone and Marco di Marco as speakers;
- Prinoth, an unrivalled partner for working the race tracks and areas;
- Radio GRP, the official radio of the Organizing Committee, will broadcast live from Sestriere during the two days of competition and will run a rich entertainment programme on site;
- PiemonTaste will be present at various locations around Sestriere and will delight all fans with wine tastings and cooking shows;
- Ventura that will provide healthy snacks, ideal for recharging before and after physical activity.

SESTRIERE

10th/11th December 2022



And then there are the delicious Contratto wines, the fragrant Berta grappa, the precious Malusardi cashmere, the delicious Galup panettone and many other friends whose presence and support will add a touch of class to the event!

The appointment in Sestriere is set for Saturday 10 December with the women's giant slalom and Sunday 11 December with the slalom, also for women.

Press Office
Ski World Cup Sestriere
www.worldcupsestriere.it



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