



**UBI BANCA REFURBISHES THE PIAZZA D'ARMI BASKETBALL COURT IN TURIN:  
THE RIBBON IS CUT WITH THE MAYORESS CHIARA APPENDINO AND THE NBA STAR  
MARCO BELINELLI**

*A refurbished basketball court is gifted to the city in the Cavalieri di Vittorio Veneto Park. Tournaments and special lessons by professionals were organised for the day of the inauguration, dedicated to the young and to families with music and shows. The event, organised in partnership with the NBA, was sponsored by the City of Turin.*

**Turin, 22<sup>nd</sup> June 2019** – The ribbon was cut today to inaugurate the new basketball court in Piazza d'Armi, in the Cavalieri di Vittorio Veneto Park, thanks to a donation from UBI Banca, with the collaboration of the NBA and the sponsorship of the City of Turin. It is a day of celebration for the City of Turin which now has a completely refurbished playground in orange blue and red, with depictions of the 30 NBA teams, entirely new paving and new regulation baskets.

**Chiara Appendino the Mayoress of Turin** was there to host the event:

"The refurbished basketball court in Piazza d'Armi, made possible by the collaboration with UBI Banca, gives the community a space to meet, play and have fun in one of the largest public green areas in the city," said the Mayor Appendino. "A place to socialize and play sports, remembering to take care of them and to make sure that it always remains a safe and open place for everyone".

Marco Belinelli, the guard for San Antonio Spurs and star of the Italian national basketball team, was in attendance at the inauguration. He spoke to many of the large numbers of fans who flocked to the brand new basketball court during the course of the day. UBI Banca had in fact organised a special day completely free of charge and open to the public with a full and varied programme of activities: a three-on-three tournament organised in collaboration with the FISB (Free Italian Street Association), a basketball clinic with a member of the NBA's Basketball Operations team and freestyle basketball shows, not to mention participation by Special Olympics competitors.

"Our partnership with UBI Banca includes initiatives that I appreciate immensely. To renovate playgrounds in cities" said **Marco Belinelli, the guard for San Antonio Spurs**, "is important because boys and girls must have easy-to-reach and well-cared-for facilities if they are to be able to play and enjoy themselves. Sport is very important and it must be a part of everybody's daily lives. I grew up playing on courts in playgrounds with my friends and that is one of the reasons that I have got where I am today.



This refurbishment work carried out by the Bank in Turin forms part of a broader project to upgrade sites and areas where sport plays an important social enabling role and to give them back to the community.

“Our intervention is intended to provide the City with a place where sport and sociality can combine together around the positive and healthy values of basketball such as team spirit, fair play and inclusion”, said **Marco Franco Nava, Manager of the UBI Banca’s North West Macro Geographical Area**. “This initiative is a concrete example of our presence in this community. We chose, together with the City of Turin, to refurbish and upgrade this playground in the Cavalieri di Vittorio Veneto Park, which we hope will soon become an important place for families and their kids to come together”.

UBI Banca is not new to this kind of initiative. Last year the Bank carried out a similar project in Cecchina Park in Rome, refurbishing a playground now used by families and their kids and returning it to the City. These projects form an integral part of the recent renewal of a three-year partnership with the National Basketball Association (NBA) announced at the beginning of June which confirms UBI Banca as Official Bank of the NBA in Italy and an exclusive partner in the retail banking sector.

“The NBA is proud to once again support UBI Banca’s ‘Enjoy NBA’ event to present a fantastic new basketball court to serve the community around Parco Cavalieri di Vittorio Veneto,” said **NBA EME Associate Vice President, Global Partnerships, Mark Osikoya**. “Their second court refurbishment project offers a place where players can come together to enjoy the game and improve their skills for years to come, demonstrating UBI Banca’s resolute commitment, through our partnership, to giving back to local communities across Italy like this one in Turin.”

The success of our partnership with the NBA is also demonstrated by the twelve thousand customers who have subscribed to dedicated products which include Enjoy NBA, a prepaid card with IBAN available in 30 different versions of the Eastern and Western Conference franchises and the Hybrid NBA credit card, with which single purchases of over €250 can be paid for in instalments. These come with numerous exclusive advantages: competitions with trips to see NBA games in Europe and the United States as prizes; a 15% discount on the purchase of official merchandising on the nbastore.eu website; a 10% discount on purchases at the NBA store in



Milan; and also a 25% discount on subscriptions taken out on the NBA League Pass streaming platform.

The day of celebration to inaugurate the new playground in Turin concluded with a UBI Dunker contest in which a jury presided by Marco Belinelli selected the best dunker of the day.

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*UBI Banca is one of the largest commercial banking groups in Italy by stock market cap, with a market share of approximately 7%, 1,640 branches, which give it a presence in the most important economic areas in the country, and almost 20,400 employees. UBI Banca is a banking Group listed on the Milan stock exchange and included in the FTSE-MIB index.*