



## **UBI BANCA RENOVATES THE CECCHINA BASKETBALL COURT THE INAUGURATION IS IN ROME TODAY WITH DANILO GALLINARI**

*The bank has donated a fully renovated basketball court to the neighbourhood. An inauguration day has been organised to present it with tournaments and sports displays. Danilo Gallinari, who is a forward for the Italian national team and the Los Angeles Clippers, will be the guest of honour. This champion will launch the new life of the court which will continue to be used freely by people living in the neighbourhood and local schools. The event is sponsored by the City of Rome in co-operation with the NBA.*

**Rome, 29<sup>th</sup> June 2018** – The area has been completely renovated and returned to the people of the city, specially for those who love basketball. Together with the sponsorship of the City of Rome, UBI Banca and the NBA will inaugurate this new basketball court today located in Cecchina Park in Rome, fully upgraded thanks to a donation made by the Bank. This initiative has been made even more attractive thanks to a “20 x 30 metre” mural created by the collective “*Arte e città a colori*” (Art and city in colour), which depicts the locations of the NBA’s thirty franchises.

The special guest at the inauguration event will be Danilo Gallinari, a forward for the Italian national basketball team and a star player in United States basketball league, currently playing as a forward for the Los Angeles Clippers. This famous champion will meet fans and start the festivities for the many fans and players present.

The programme for the day is filled with events on the court. An official NBA trainer will work with over forty young players, some selected by the Italian Basketball Federation (IBF – the Latium Committee), in special “basketball clinic” sessions. Sixteen teams, again chosen by the IBF will alternate playing on the court in a three against three tournament. The new court will be the stage for a display by “Da Move”, famous for their freestyle basketball and it is where the final challenge of the UBI Dunker contest will be played out, when a jury presided by Danilo Gallinari will select the best dunker.

“We have decided to really refurbish this basketball court used every day by children in the neighbourhood and from local schools”, explained **Silvano Manella, Head of the UBI Banca Latium, Tuscany and Umbria Macro Geographical Area**. “Our initiative has two types of value. One is social because we feel sport is an activity which is positive for the young and brings people together and the other is sporting because we have renovated the court to official standards improving its use by players who can train there.”



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The initiative forms part of a broader programme to enhance UBI Banca's presence in the capital, which has also commenced in cultural and artistic fields, for example with its sponsorship of the *Teatro Olimpico* (a famed Renaissance Theatre).

UBI Banca has linked its name to the world of sport, both international and local, for several years now. This attention arises from common denominators which connect the bank with sports teams, clubs and associations: determination, team spirit and a results oriented approach. The UBI Banca brand is linked in the world of basketball not only to the NBA for which it is the official bank for Italy, but also to the Italian Basketball Federation for which it is a sponsor and to the Brescia Leonessa Basketball Team for which it recently became the official bank. In the world of football, UBI Banca is the official bank for the Juventus Football Club and for the Atalanta Bergamasca Football Club and it is the main sponsor for the Brescia Football Club. These partnerships have enabled the Bank to further enhance its range of products and services with solutions specially designed for sports fans. They include branded credit cards, special savings books and other initiatives undertaken together with individual clubs.

“The NBA is thrilled to support UBI Banca's ‘Enjoy NBA’ event on this fantastic new court serving the area around Parco della Cecchina,” said **NBA EME Vice President, Global Partnerships, Vandana Balachandar**. “Engaging fans and continuing to grow the game in Italy is central to the continued success of our partnership, made possible through UBI Banca's steadfast commitment to reinvesting in local communities across the country.”

“With our full renovation initiative we have given the local community a sports facility that provides young people in the neighbourhood with a place for enjoyment and sport, a strong motivation for people to come together which breaks down all barriers”, said **Daniele Frongia, City Councillor with responsibility for Sport, Youth Policies and Major Events for the City of Rome**. “This event organised by UBI Banca and the NBA will be of key importance in informing people of the existence of this new area. We wish to thank the organisers for giving us such a wonderful day of emotions and high-level entertainment, a day of thrilling and exciting basketball.

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*UBI Banca is the third largest commercial banking group by market cap in Italy, with a market share of over 7%, approximately 1,838 branches and over 21,400 employees, which provide it with a presence in the most important economic areas in the country. UBI Banca is a banking Group listed on the Milan stock exchange and included in the FTSE/MIB index.*