

UBI BANCA IS NOW THE MAIN PARTNER OF THE INSUPERABILI RESET ACADEMY

The bank has strengthened its ties with the world of sport and the third sector. It is supporting an organisation which has had a strong commitment for years to the development and integration of disabled children and young people into society through the game of football.

Milan, 4th May 2020 – The partnership between UBI Banca and the Insuperabili was now begun. With its teams of professionally qualified staff, this nonprofit, founded in Turin in 2012, organises projects for children and young people with disabilities of all kinds (cognitive, relationship, physical, motor and sensory) within the setting of the Insuperabili Reset Academy's football academies. With 17 facilities and over 650 members, the Insuperabili Onlus nonprofit organisation is assisted by a team of celebrity fans led by Giorgio Chiellini, the Juventus and Italy captain.

For many years the Bank has linked its name to sport, both international and local. This attention arises from common denominators which connect the bank with sports teams, clubs and associations: determination, team spirit and a results oriented approach. UBI Banca is already official bank for Juventus, Atalanta, Brescia Calcio, Arezzo Calcio, Albinoleffe, Lube Volley, NBA, Basket Brescia Leonessa, Cuneo Granda Volley and Club Scherma Jesi. It is now broadening its co-operation with the world of sport as well as with the world of voluntary work. Its logo will be on the training and playing kit of all the Insuperabili Reset Academies, including those of the fourth, fifth and sixth category teams, the national championships reserved for male and female footballers with cognitive and relationship disabilities and psychiatric disorders organised by the FIGC (Italian Football Federation).

“UBI Banca is proud to consolidate its strategic presence in the world of sport by strengthening this with support for a very worthwhile charity the Insuperabili Onlus. Right at the start of its mission, this charity made the ethical principles of loyalty, fair play and integrity its own, instilling passion and emotion in its footballers and their families” said **Riccardo Tramezzani, Head of UBI Comunità, the Group's division that specialises in the third sector.** “Their desire to get involved and improve, day after day, has made them an example of excellence in the sector in Italy and it is fully in tune with our slogan “to bank fairly and well”, which has enabled UBI to grow over the years and become a point of reference in local economies and communities throughout the country”.

This collaboration has been born in the midst of the health crisis and the first two initiatives, supported directly by UBI Banca through its UBI Comunità division, are therefore designed to keep the young members of the Insuperabili Reset Academy active even at home. One of these is *In Super Virtual Cup UBI Banca*, a virtual championship between academies throughout Italy with celebrity fans that include male and female footballers in Serie A to be seen on the nonprofit's Instagram page. The other is *In Super Village UBI Banca*, a project to promote a culture of sport, with video contributions from well-known personalities in sport and show business.

“We are very happy that our kids are continuing to train even from home”, said **Giorgio Chiellini, captain of the Insuperabili’s celebrity fan team**. “It is a difficult time, but the activities we have organised allow them all to keep in contact with one another. We wish to thank our new Main Partner, UBI Banca, for its valuable support”.

“Training is always important and right now it is fundamental because it keeps our kids busy both mentally and physically” added **Marcello Lippi, manager of Italy in the 2006 World Cup and celebrity fan and coach for the Insuperabili**. “We’ve tried with the *In Super Virtual Cup UBI Banca* to recreate all the different parts of a football season starting with individual training, Group training and then the matches. A big thank you to UBI Banca for its support which is so important to the Insuperabili Reset Academy at this critical moment in time.”

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