



FONDAZIONE CORTINA PRESENTS THE HONOUR CLUB ROLL OF HONOUR AND EXCLUSIVE BENEFITS FOR MEMBERS

PRESS RELEASE | Wednesday July 5th, 2023

- *The Honour Club membership is open to institutions, associations, organizations, businesses and individuals who want to support the activities and initiatives of Fondazione Cortina in the Ampezzo area. The first subscribers have the possibility of being drawn for the dinner by the Chef Team Cortina at the Delicious Festival.*
- *The first supporters include the President of Veneto Luca Zaia, the President of CONI and Fondazione Milano-Cortina Giovanni Malagò and the President of the Italian Paralympic Committee Luca Pancalli.*

Cortina d'Ampezzo | July 5th, 2023

Fondazione Cortina, the organizer of major sporting events in the Ampezzo valley and regional operating arm for the upcoming Olympics and Paralympics of 2026, today starts registration to the "Fondazione Cortina Honour Club" dedicated to all mountain and sports enthusiasts. It is an inclusive and engaging initiative through which all stakeholders - institutions, associations, organizations, *businesses* and individuals - can join the Roll of Honour of the Fondazione, supporting its initiatives and activities in the Ampezzo area through the resources generated by the registration.

Members, who will be issued a personal digital Token certifying the successful registration to the Roll of Honour, will be given the opportunity to participate in dedicated activities and initiatives, which the Fondazione is organizing together with partners and institutions of the territory and which will be presented in the coming months. In this way, all members can support the institutional activities of the Fondazione and simultaneously take part in an inclusive path that will allow them to discover and appreciate the mountains and sport and be so involved in the road that will lead Cortina to host the next Olympic and Paralympic Games.

Starting from July 5th, all those who register can participate in the draw of a dinner with the Chef Team Cortina on the occasion of the Delicious Festival, scheduled on September 29th.

Among the first members there are the President of the Veneto Region, Luca Zaia, the President of CONI and Fondazione Milano-Cortina, Giovanni Malagò, and the President of the Italian Paralympic Committee Luca Pancalli.

Stefano Longo, President of Fondazione Cortina, commented: *"We strongly believe in respecting and enhancing the territory, as well as in the importance of sport and its values. Through the Honour Club we can share our ideas and our goals with all those who support and love Cortina d'Ampezzo, one of the most famous resorts in the Alps, surrounded by the Dolomites, UNESCO World Heritage Site. The members of our Roll of Honour represent a valuable resource, contributing personally to the study and development that we are carrying out in view of the Games 2026."*

Luca Zaia, President of the Veneto Region, said: *"The challenges that Cortina, the province of Belluno and the Veneto Region have to face to enhance the Ampezzo valley require the passion and participation of thousands of people. The Region is a founding member of Fondazione Cortina and is committed to ensuring the territory a value intended to last over time, supporting and promoting all those activities that can act as a driving force for that territory and those who live there."*

Giovanni Malagò, President of CONI and Fondazione Milano Cortina 2026, shared: *"It is gratifying for me to be part of the Fondazione Cortina Honour Club, both for the affection that has always characterized my relationship with the city, and for the synergistic relationship that characterizes the activity of the Fondazione Milano Cortina 2026 in view of the organization of the Olympic and Paralympic Winter Games. Getting into this Honour Club is an opportunity to develop together initiatives and projects able to enhance the peculiarities of the Ampezzo community, adding value to the vocation that sees it as a passionate supporter of sport and ideals that make up its powerful lintel and the inescapable reference."*

Luca Pancalli, President of the Italian Paralympic Committee, appreciated: *"Thanks to Fondazione Cortina for its collaboration that I am sure will accompany us not only until the great goal of Milan Cortina 2026, but hopefully also beyond. The subject of accessibility in the mountains is a fundamental part of the legacy of the Games, and I am sure that together we can achieve many ambitious goals. The social and cultural value of Paralympic sport, on the other hand, is precisely in its ability to contribute with its message to the civil growth of our country."*

Francesco Guido Bonetti, President of Innova et Bella, the company that has developed pro bono for Fondazione Cortina the platform for the issuance of tokens related to Honour Club membership, explained: *"Each member is issued its own Token Aaa, certifying on dedicated blockchain its registration to the Fondazione Cortina Honour Club and the respective rights. Each subscriber can use their own Aaa Token on smartphones, tablets, computers and share it on the web."*

For registration and more information: www.fcohc.it/en.

REFERENCES

Fondazione Cortina aims to promote and organize activities, events and any other initiative related to the holding of sporting and cultural events, national or international, that can usefully fit into an overall framework of development and enhancement of the territory. The Veneto Region, the Municipality of Cortina d'Ampezzo and the Province of Belluno are ordinary founding members. Sci Club Cortina, the Cortina Hoteliers' Association and the Cableway Installation Consortium of Cortina, San Vito di Cadore and Auronzo/Misurina are honorary founding members.

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