



**Torino 2019**  
26 Luglio | 4 Agosto

# European Masters Games

*Final  
Report*

**EMG  
Torino  
2019**



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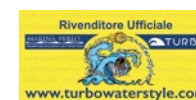
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## Message from IMGA President

**A**fter hosting the World Masters Games in 2013, Turin once again proved their great ability to host major sporting events by successfully delivering the 4th edition of the European Masters Games.

The International Masters Games Association promotes the « sport for all » philosophy of the Olympic Charter since its establishment under the current structure in 1995.

The IMGA Masters Games are about promoting sport for life; they are about promoting and encouraging mature athletes to practice sports regularly; they are about promoting friendship and understanding.

During 9 days of competition, the athletes had the chance to experience true sporting, cultural and touristic values that Turin and the Piedmont Region has to offer.

I would like to thank all the people who made these Games possible - the organising committee, the partners, the sponsors.

But also, the athletes who competed fiercely during the Games.

Finally, I would like to thank all the smiling and wonderful volunteers, who made these Games truly memorable for everyone.

**Kai Holm**



## Message from the President and Sport Alderman of the Piedmont Region

**T**he European Master Games ended and confirmed once again that they are an important sporting event capable of transforming themselves into a flywheel for the Piedmont Region. Athletes, spectators, organizers have taken the field to organize and to live an exceptional event and for this we can only thank all of them. The intention of the Piedmont Region is to make our territory increasingly attractive towards certain events.

We want to encourage all those sports that make the choice to bring their competitions to the Piedmont territory.

Tourism and sport are opportunities to relaunch the local economy and bring a vitality that we need.

**Alberto Cirio**

President of the Piedmont Region

**Fabrizio Ricca**

Alderman for Sport of the Piedmont Region



## I. Introduction



## Message of the Deputy Mayor of the Metropolitan City of Torino

The European Master Games Torino 2019 were not just a great opportunity to show the excellence of our territories. They were also a nice personal experience, which allowed me to get to know many local sports associations. Without them and without the organizational staff of the EMGs, it would not have been possible to carry out the regular competitions. I must also thank the Communication Area of the Metropolitan City of Turin, the manager responsible for the sports facilities of our schools and our representative on the Governing Council of the Organizing Committee of the EMG Tatjana Callegari.

**Marco Marocco**



# I. Introduction

## Message from the Major of Torino

European Masters Games has been a success of athletes coming from all parts of the world that the city has been able to welcome with great enthusiasm. Once again, Torino has shown that it knows how to welcome and enchant the thousands of visitors who arrived for the occasion that, on the sidelines of the Games, were able to fully enjoy the City. All with important repercussions in economic and image terms for our territory. Myself had the good opportunity to experience the passion for sport, participating in some competitions directly. Sport is confirmed as a great attractive element for the enhancement of the territory, also thanks to the participation and hard work of its citizens. Now let's enjoy the anticipation and previews of tennis ATP Finals, which will take place right here in Torino, from 2021 to 2025.

**Chiara Appendino**



## Message from President of the Organising Committee

I am proud to have been able to welcome the Masters Games athletes as I was in 2013 when I greeted them as President of the Organising Committee of the World Masters Games. We played this Games in a territory that it is unique, for many reasons. The first, sporty, because we can proudly boast the title of "Capital of Sport Masters". Two editions of Masters Games in six years. Torino has always been a city of sports: gymnastics, fencing and rowing were born between the end of the nineteenth century and the beginning of the twentieth century. The first Universiade in history took place here, in 1959. In 2006 the city and its mountains

hosted the XX Winter Olympic Games and the IX Winter Paralympic Games. The following year, the Universiade and in the last fifteen years many world championships and important international competitions of all sports were held here. The second reason is artistic. Torino holds the Holy Shroud in the cathedral, below the admirable Cappella by Guarini. The self-portrait and the flight code of Leonardo da Vinci, in the Royal Library of the Royal Museums. The Book of the Dead of Luefankh and the tomb of Kha and Merit, inside the Egyptian Museum, the second most important in the world for finds, after the Cairo one. These are the reasons why we chose the motto "Art in sport, sport in art", to symbolize this trait d'union between sport and art, which is unique in Torino. Masters athletes in Torino competed and lived in a magical environment, rich in history and culture. "Arrivederci a Torino", see you soon in Torino, Master Games athletes!

**Fabrizio Benintendi**



## Message from the Program Manager of the Organising Committee

Having hosted both the World and European Masters Games in Torino and in many municipalities of the Metropolitan City is an important recognition of the professional, sporting and tourist appeal that our region has conquered in the world. The great offer of sports disciplines presented in the program of the EMG Games was dictated by the desire to promote our territory. The Games were a new opportunity to exploit the Olympic legacy, not only in material terms with the use of the facilities, but also in immaterial terms with the volunteers and the technical organizational skills that the Organizing Committee highlighted, recognized at the international level. The memories of those intense, special 10 sport days will always stay with me forever, in the role of Program Manager of the event I am proud of the work done together with my collaborators of the Organising Committee and I want also to thank in particular all Sports Federations and the Department for Sport and Leisure of the Municipality of Torino that with me have participated for the success of this event. EMG To 2019 are now an old memory but the Masters sport, full of positive values, continues to be more and more present and participated in our territory that is candidate to host other important international sport events.

I look forward to welcoming You again in Torino very soon.

**Bernardino Chiavola**

## I. Introduction





## Torino: the city you do not expect

**S**urrounded by greenery, rich in history and culture, innovative and projected to the future, Torino is increasingly appreciated by Italian and foreign tourists and is recognized among the 10 emerging destinations in Europe.

The renovation of the last ten years has made it a city of art, an ideal destination for a holiday full of culture and entertainment.

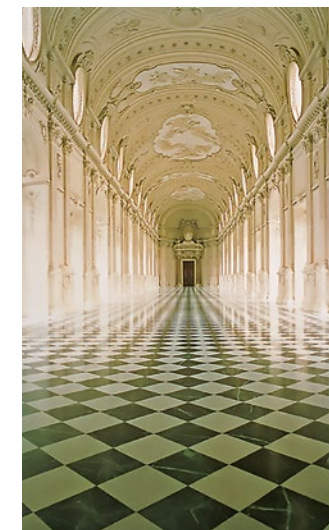
This elegant, Alp-fringed city is well-known for its tree-line boulevards, streets, squares, art-nouveau cafés and historical monuments: beyond the sunset, much loved by Pirandello, the evening cozy atmosphere will inspire you.

Its nowbooming contemporary art and architecture, live-music scene and innovative food and wine culture are definitely aspects you'll want to discover.

In Torino you'll be magically transport back in time. These are only some of the historical places you will be able to admire and visit: Piazza Castello, Palazzo Madama, Palazzo Reale, the Mole Antonelliana (home of the National Cinema Museum), the Teatro Regio, the Royal Library, which preserves the famous Self-Portrait of Leonardo da Vinci, Piazza San Carlo, the Egyptian Museum (second only to the one in Cairo), the Borgo and the Medieval Fortress, the Duomo with the Chapel of the Shroud, creation of Guarini, the Roman



## 2. Torino Masters Games



Porta Palatina, Rest of the Roman Theater and Piazza della Repubblica, home to the largest open-air market in Europe.

A few kilometres away from the historic center there are also the Reggia di Venaria and the Stupinigi hunting lodge, included in the UNESCO World Heritage List.



## Torino the City of Sport

City always linked to sport, international, innovative, but with a rich historical and cultural heritage, Torino hosts the European Masters Games, after the great success of the World Masters Games 2013. The Piedmontese capital has been the birthplace of many sports, including gymnastics, shooting, horse riding, fencing, rowing and swimming and continues to host major sporting events, in fact after the 2006 Winter Olympics, the WMG in 2013, the title of European Capital of Sport in 2015, from 2021 will host the Atp Finals, the tournament that brings together the 8 best tennis players in the world. The heritage of history, culture and traditions that Torino has to offer



## 2. Torino Masters Games

is huge: the athletes who took part in the EMG Torino 2019 appreciated the beauty of the area, the local food and wine and the typical Torino and Piedmont hospitality.

Among the venues, the La Mandria Park, the Rivoli Castle, the Avigliana Lake, the Candia Lake, the Fenestrelle Fortress, are significant architectural and naturalistic locations.

Torino, as well as in other areas, has played a leading role in many sports. Universiadi were born in Turin in 1959. Nowadays sport is practiced by a large number of people, many of whom are masters.

The City of Turin has 222 high-level sports facilities, 44 of which directly managed and 178 under concession. In 2017 sports facilities directly managed by the Municipality were attended by 290.907 athletes. The events - dedicated to various disciplines - carried out in the city, were 439.

The Piedmontese capital stands out in football with 2 Serie A clubs, Juventus and Torino, and in basketball with the Basket Torino.

There are also many athletes of Piedmontese origin who have achieved successes and goals of national and international importance.





## WMG Torino 2013 "Together again after six years"

The World Masters Games 2013 took place in Torino from 2nd August to 11th August. Torino had welcomed over 19.000 athletes over 30, from all over the world. It was a celebration of sport, friendship and tourism. Socialization, food, wine and entertainment were the setting for sports competitions. 30 disciplines (3 of which are also Paralympic: athletics, swimming and archery) for a total of 165 specialties, 66 competition venues were involved in 13 cities of the Piedmont Region. The most popular sports were: orienteering, athletics, football and volleyball. Members came from every corner of the planet: from Italy (2.741, 1.588 of which in Piedmont); from Australia (2.713); from Canada (2.587); from Russia (1.543), from the United States (1.028) and from Brazil (852). There were also numerous countries represented by only one athlete: among others, Bahamas,

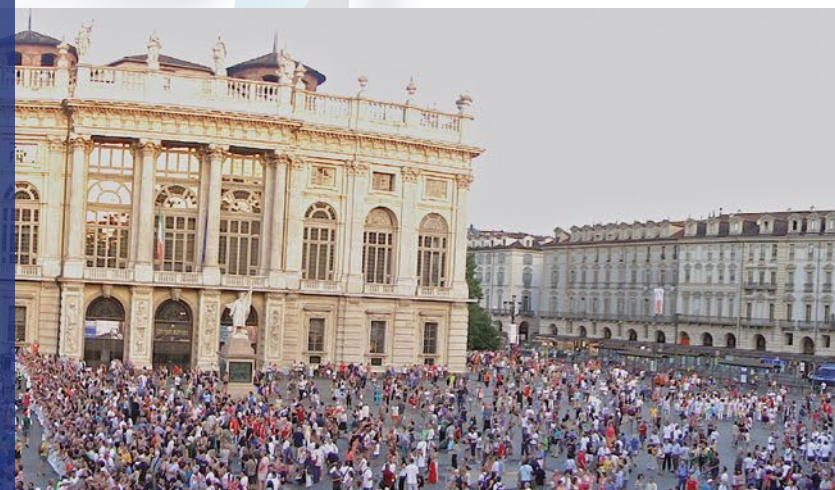


Bahrain, Malawi, Cayman Islands, Trinidad and Tobago, and Sultanate of Brunei.

A curiosity: the oldest participant was 94 years old.

Athletes, accompanying persons, volunteers, sports fans, appreciated WMG Torino 2013.

## 2. Torino Masters Games





## European Masters Games Torino 2019 candidacy

After the Torino 2006 Winter Olympics, the success of the World Masters Games in Torino 2013 and many other sporting events such as "Torino Capitale Europea dello Sport", the Basketball Pre-Olympic and the arrival of the 2016 Giro d'Italia, the international community always looks with more admiration at the organisational vocation and efficiency of the city, which aims to organise prestigious sporting events.

The success of the World Masters Games Torino 2013, even recognized by the main national and international media, was based on a strong collaboration between the Organising

Committee, the Sports Federations and the Local Institutions, in particular the Municipality of Turin, Piedmont Region and the Chamber of Commerce.

The event has been able to give emotions to everyone and the Organising Committee has given proof of great character and organisational quality, despite many economic difficulties.

In May 2016 the City decided to nominate our territory for the organisation of the European Masters Games which were held from 26 July to 4 August 2019, still counting on this strategic direction, of the City, once again Torino, can



## 2. Torino Masters Games

## Final Report



be considered the city of sporting values, passion and of culture also thanks to the permanence in service of many Olympic volunteers. Piedmont has a positive territorial organisation thanks to its Olympic infrastructures, hotel availability, the know-how acquired in the organization of major events, the pleasantness of the territory with its food and wine tradition,

The know-how acquired in the organisation of great events together with the profitable synergy with the Local and Central Authorities, is the real strengths of the city to host important sporting events.

The IMGA Board of Directors met in Vancouver on September 6<sup>th</sup>, 2016, after examining the candidacies of Turin, Pesaro, Tampere, Kyrenia chose the City of Turin as the site of the fourth edition of the European Masters Games of 2019.





## Identity of EMG Torino 2019

The EMG Torino 2019 was conceived of as an event endowed with a strong sense of identity, embodied in its ability to accept all possible variants of sporting activities, set against the backdrop of city such as ours, so rich in history and a cultural life that goes back many hundreds of years. Imposing palaces, castles and squares hosted a number of sporting events. The heat of the competition, acted out against the backdrop of well known monument, in a unique combination. Torino welcomed the Masters offering a varied and rich cultural, artistic and naturalistic patrimony: Royal Residences,



courtly squares and protected areas of the UNESCO's heritage. The sports competitions has been held in prestigious venues: parks, scenic routes and historical of the territory.



## 2. Torino Masters Games





## Games Summary

Torino and Piedmont hosted the fourth edition of the European Masters Games from July 26<sup>th</sup> to August 4<sup>th</sup>, 2019.

As World Masters Games in 2013, the EMG 2019 will be remembered for the close link between the event itself and the surrounding area. Torino and Piedmont offered the athletes an opportunity to enjoy a unique experience that was not limited to the sport.

Torino welcomed the Masters offering a varied and rich cultural, artistic and naturalistic patrimony: Royal Residences, courtly squares and protected areas of the UNESCO's heritage. The sports competitions has been held in prestigious venues: parks, scenic routes and historical of the territory.

The Games Centre, opened one week before the beginning of the Games, made it possible to get the accreditation of the participants under way gradually before the start of the competitions, avoiding the long queues that were a feature of all the previous editions of the Games. Participants could collect their Welcome Bags at the Games Centre, and receive information about the competitions and collateral events, book tours, and purchase EMG gadgets and sports clothing.

Medal Plaza and a street food area were set up just outside the Games Center, in the historical and downtown most important green area, the Valentino Park.



# 2. Torino Masters Games

The Valentino Park also hosted important competitions, including Cycling Time Trial and Criterium.

In the 60 competition venues, in 15 different cities in Piedmont Region, the 7.500 participants competed in 29 sports. There were three Paralympic sports, athletics, swimming and archery.

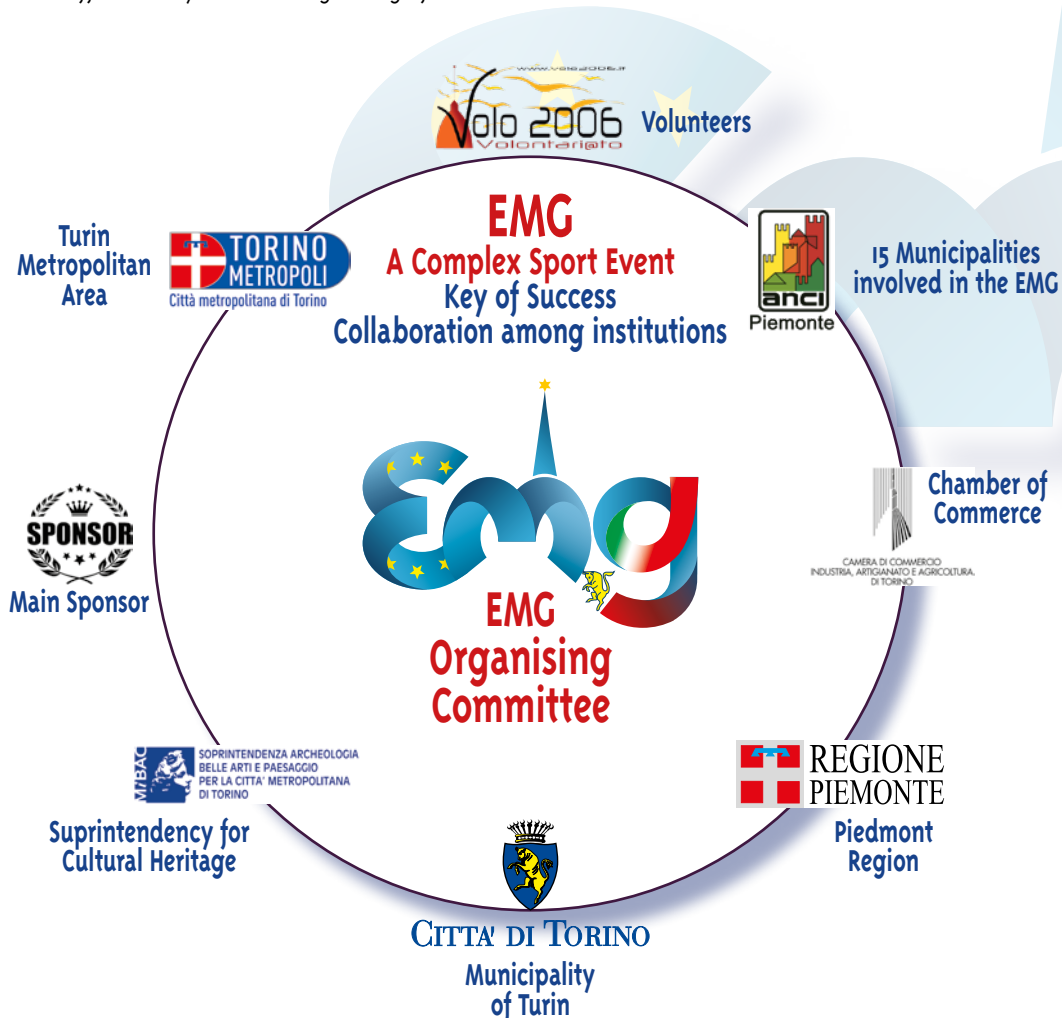
The Opening Ceremony was held on July 27<sup>th</sup> in Piazza Castello, the heart of the city of Torino. The closing ceremony was held in Medal Plaza, on August 4<sup>th</sup>.





## Overview

The World Masters Games Torino 2013 has been an unforgettable experience and it's in this context that the city of Torino, aware of having a sporting tradition, that over the years it has grown more and more, has strongly wanted to host the fourth edition of the EMG 2019. In particular the WMG To 2013 know-how, optimally capitalized and the strong collaboration between all the involved institutions, has allowed the realization of this event in efficient and effective way with a strong saving of economic resources.



## 3. Governance

### IMGA

IMGA organise several open international sports events for mature athletes, including the World Masters Games, Winter World Masters Games, European Masters Games, Pan-American Masters Games and Asia-Pacific Masters Games.

The mission is to promote the "sport for all" philosophy of the Olympic Charter. IMGA works to organise the best international multi-sports events, so that adults - regardless of age, gender, race, religion or status - can discover stimulating new cultures, play the sports they love and connect with like-minded individuals.

If you'd like to learn more about the IMGA or its events, please visit the [website](#), or join welcoming community on social media @IMGAmasters, or email.



**Mr J. Holm**

IMGA Chief Executive Officer

**Mrs Samantha Hayward**

IMGA Sport Director



INTERNATIONAL  
MASTERS  
GAMES  
ASSOCIATION

## The Organising Committee of the Torino 2019



The EMG To 2019 Organising Committee officially set up at the beginning of April 2018 in order to organize the event and satisfy all the requirements and obligations imposed by the Host City Contract.

Its members have been selected on the basis of their personal and professional experiences, qualities, a love of sport and attention to the arts and culture in Torino.

The Members of the Organising Committee were:

- President: Fabrizio Benintendi, already President of the WMG To 2013 Organising Committee.
- Vice President: Carlo Rista, former President of the Triathlon Federation.
- Program Manager: Bernardino Chiavola, experienced organiser of many significant international sports events, already Managing Director of the WMG To 2013.
- Councilor: Tatjana Callegari representing the Metropolitan Area of Torino.
- President of Honorary Committee: Giuseppe Ferrari.

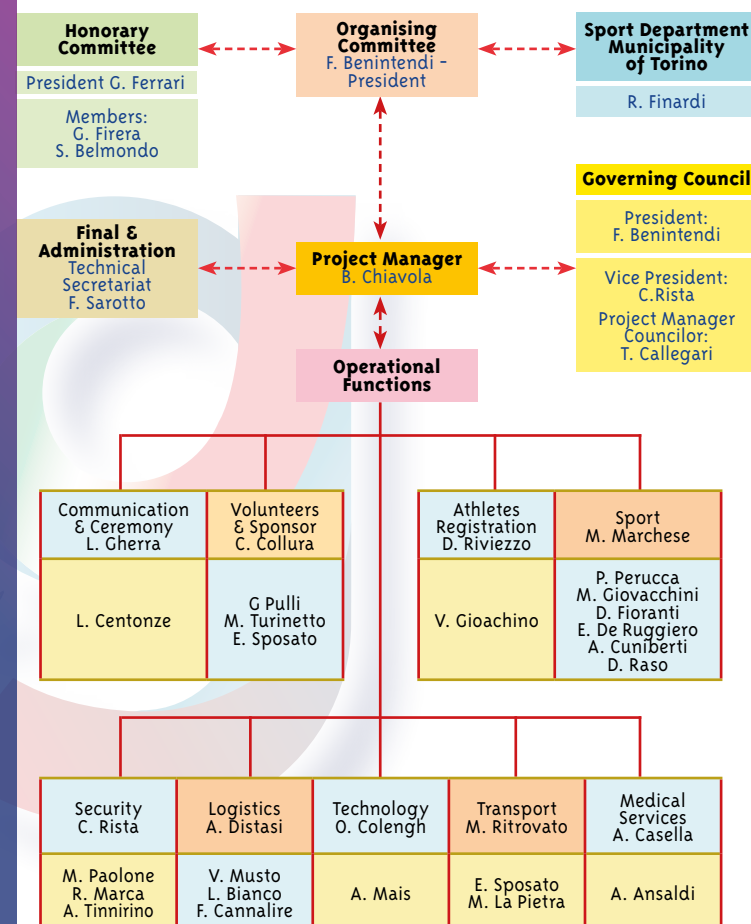
In consideration of the limited budget allocated to the event, the Organising Committee operated with very few resources coordinated by the Program Manager.

The Organising Committee collaborated closely with the Your Event Group company, partner in the EMG project, which was responsible for: accreditation and transport of the athletes and accompanying persons, and also for their accommodation, when requested, and for setting up the games center. Mailander Company instead helped the Organising Committee in the Communications and Promotional activities.

At the beginning of July 2019, the Organising Committee increase the human resources allocating 9 skilled person to support the effort at the Games Time, the operational structure is shown in the Organisational Chart.



## EMG To 2019 Organising Committee Organisational Structure at Games Time



## 3. Governance



## Sport Federation - Associations

The Regional Committees of the Italian Sports Federations have been involved in the event played a decisive role, guaranteeing for each discipline the necessary technical staff to organize the competitions correctly (judges, referees, time-keepers, etc.) in nearly all the sports on the EMG Sport Program.

For certain sports (Beach Volley, Volleyball, Cycling, Football, Field Hockey, Futsal, Weightlifting, Paddle, Tennis) the Organising Committee contacted the Sports Associations directly to organize the matches, because the sports Federations did not show a particular interest in the event.



## 3. Governance

## Volunteers

The Organizing Committee expresses to all the 400 Volunteers the sincere thanks for their excellent cooperation. In particular, for the first time in a sport event, the president of the Organising Committee, Fabrizio Benintendi, wanted to thank all the volunteers in the last press conference before the beginning of the Games, on July 22<sup>nd</sup>, 2019, at the Chamber of Commerce convention center "Torino Incontra".



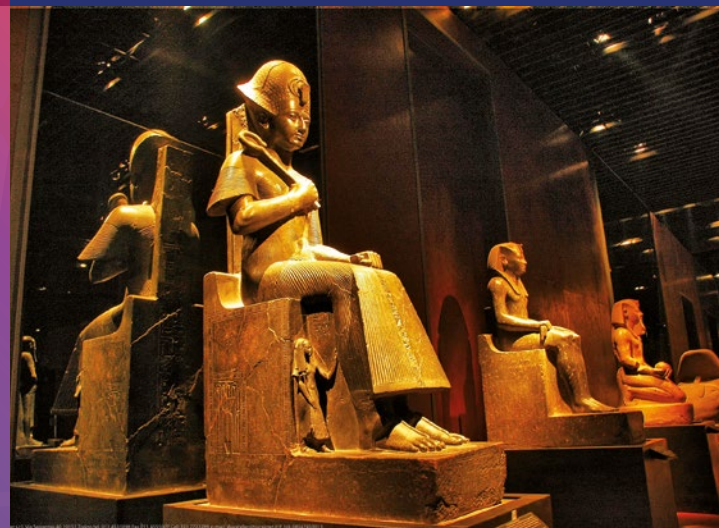


## Art, culture and sport

Aware of the WMG Torino 2013 experience, the Organising Committee has paid great attention to the identity to be attributed to the Games. In fact, art, culture and sport have been the main theme of the event thanks to the collaboration of all the bodies involved. Parks, courtly squares and places of artistic and cultural interest in our territory have been the scene of many of the most engaging sports competitions. This opportunity to compete and live in a magical environment rich in history and culture has generated the motto of this edition of the Masters Games: *Art in Sport, Sport in Art* precisely to symbolize this incomparable trait d'union between sport and art that is unique in Torino.



## 4. Marketing & Communications



In addition an excellent memory released during the WMG Torino 2013, the communication campaign during the WMG Auckland 2017 and the intrinsic power of sport have been an excellent encouragement to attract thousands of athletes who arrived from all parts of the world.





## Marketing Campaign

The marketing campaign soon underlined the fact that the type of event did not offer huge opportunities for sponsorship, which was particularly critical because of the lack of television coverage, which appeals to sponsors. Sponsor Recruitment plan was entrusted to an internal function of the Organising Committee. The marketing plan considered the various commodity classes of the goods and services necessary to organise the event. The benefits offered to the sponsors by the Committee were as follows:



### Image rights

- The right to use the title of Partner of the EMG Torino 2019, with a monopoly for the discipline chosen, and use of the logo for its promotional campaigns.
- For the main sponsor, the right to be involved in the press conferences, with a representative among the speakers.
- The right to broadcast promotional video in the wallscreen located in Medal Plaza, that showed video in loop every day from 3 P.M to 8 P.M., just before the daily medal ceremony.

# 4. Marketing & Communications

## Final Report

### Brand visibility

- Presence of the brand in a prime position in the main event venues.
- Presence of the brand in a prime position in all the elements characterising the "look of the event"
- A promotional page in the "Games Guide".
- Presence of the logo in a prime position in the media campaigns promoting EMG-Torino 2019.
- Presence of the logo in the home page of the EMG-Torino 2019 website.
- Maximum involvement of the partner in the web campaign.

### Number of partners

The organization of the EMG-Torino 2019 had counted on 5 Institutional partner and 32 sponsors, including a media partner, the sport daily paper, "Tuttosport".





## Communications

The activities of communications of the EMG-Torino 2019 was handled by an external PR and media relations agency, result of a public call in autumn 2018. In march 2019, an internal resource was put beside the external agency to coordinate the actions and strategies.

A communications plan was drafted to support the EMG-Torino 2019 to create interest, appeal and involvement in the event.

Initially, viral marketing activities were encouraged through web campaigns to disseminate information about Torino 2019 to a mailing list of potential athletes. Followed by an intense activity of media relations in the semester before the event.

Accounts on Facebook, Twitter, Instagram and Youtube were opened at the end of November 2018, finding by searching @EMGTorino2019. In particular, Facebook was used about specific developments of the sport competitions' organisation. Twitter to show curiosities regarding the disciplines included in the EMG program, while on Instagram a lot of pictures of past events or photos of the sport venues have been published. The same for videos on EMG Torino 2019 Youtube account.



## 4. Marketing & Communications



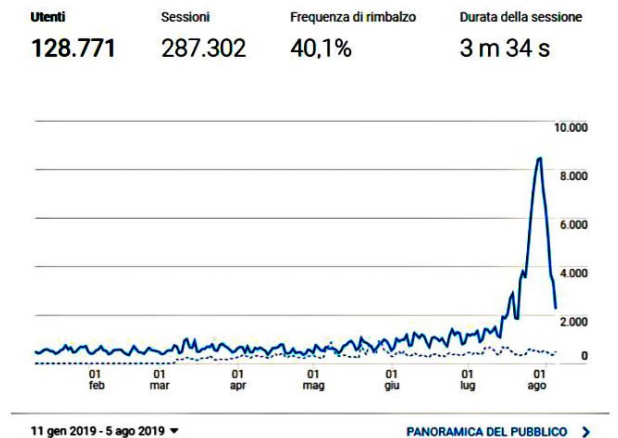


## Website

The official EMG-Torino 2019 website (<https://torino2019emg.org>) was the tool most used to communicate information to participants and was constantly updated with the latest news about the Games.

Visits to the site remained constant until July 2019 when they increased exponentially, reaching a peak during the period of the Games. The website was the key tool to access the registration system for events, hotel accommodations and latest news.

Registration opened through website on September 18th, 2018, and closed between end of June and middle July, according to different sports.



From January to August 2019, the website had 128.771 unique users. Almost 300 news and press release has been published.

## European Masters Games 2019 Sport, Culture and Live here!

Turin 2019 | 26th July - 5th August

REGISTRATION CLOSED

TRANSPORT

NEWSLETTER

FACEBOOK

BOOK YOUR HOTEL OR APARTMENT

Or contact us directly at [booking@torino2019emg.org](mailto:booking@torino2019emg.org)

# 4. Marketing & Communications







## Social Networks

Accounts on Facebook, Twitter, Instagram and Youtube were opened at the end of November 2018. In particular, Facebook was used about specific developments of the sport competitions' organisation. Twitter to show curiosities regarding the disciplines included in the EMG program, while on Instagram a lot of pictures of past events or photos of the sport venues have been published. The same for videos on EMG Torino 2019 Youtube account.



### Facebook

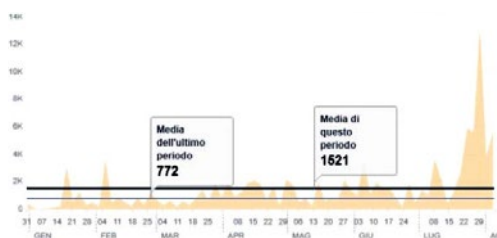
In particular, Facebook was used Games Time to communicate update to the Masters community about news and changes in the organisation of the sport events. On April 4th, 2019, a Facebook group for athletes enrolled in the EMG was opened to permit change of informations among participants (Facebook EMGTorino2019 Athletes). On August 4th, 2019, 1.731 members joined the group.



1731  
Membri in totale



+ 3.389 = + 602%



## 4. Marketing & Communications

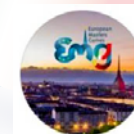
### Twitter

In July 2019, 31 tweets were posted, with result of 41.600 tweet impression, 1.133 profile visits and 262 mentions. In only four day in August 2019, the EMG profile got 5.500 impressions.



### Instagram

801 final followers. 75 the medium like post, 9,3% the engagement rate (interesting because for Instagram this rate is considered high over 3%).



emgtorino2019 Segui già

187 post 801 follower 80 profili seguiti

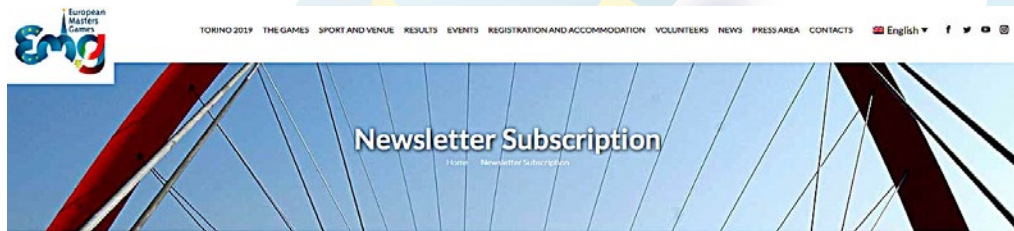
EMGTorino2019  
The most important international sport event for Masters Athletes 🏆🏅🥇  
EMG Torino 2019 are open to sports fans all over the world! 🌍👥  
www.torino2019emg.org/it  
Followers: fed\_s90, pulleira, foglif e altri 18



## Newsletter

The e-newsletter was a tool, which was used to communicate directly with anyone who had enrolled in the Games and wanted to be kept constantly informed about the latest news.

Twenty newsletters were sent from February 19th, to August 3rd, 2019, for a total of 175.262 mailing. Best results on August 3rd, the last newsletter "Goodbye Turin 2019, welcome Innsbruck 2020!" with 25.494 contacts. More or less, same results on April 18th, with "Tell your Sport Masters story context", on May 3rd, for the invitation to join the Athletes Facebook Group and June 21st for the announce of the calendar of closing registration.



**Newsletter subscription**

Email\*

\*mandatory field

Name

Surname

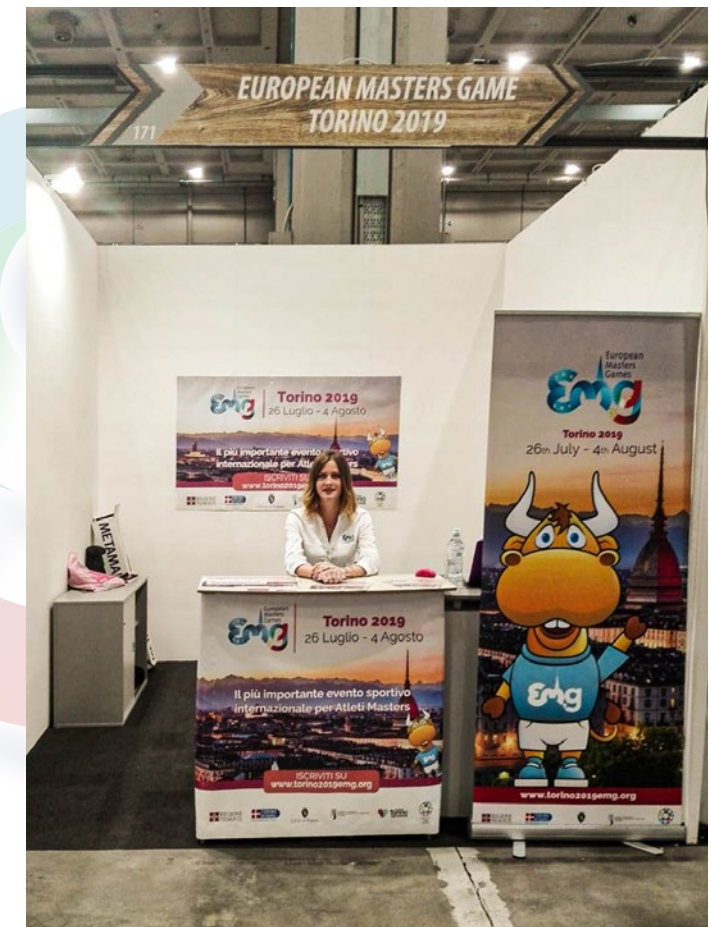
Country

Privacy\* ☐ I agree to the [Privacy Policy](#)

## Sport Events Participation

The Organising Committee took part in many Masters sport event in 2018-2019 to promote the Torino 2019 Games and to encourage participation at the Turin Games, by distributing advertising material.

In particular, program manager Bernardino Chivola, together with other members of the EMG staff, made promotional activity of the EMG 2019 at the T-Fast 42 K Turin Marathon on October 7th, 2018.







- The European Marinera Dance Competition on november 17th, 2018, at the Palaruffini in Torino.
- The Fencing Gran Prix of Torino, February 8th-10th, 2019.
- The Swimming Masters, Regional Championship, February 16th-17th, 2019.
- Cross Country Parco La Mandria, in Venaria Reale (TO), March 9th-10th, 2019.
- The Santander Half Marathon of Torino, on March 18th, 2019.
- Base Running Torino Duathlon Prix, on March 30th, 2019.
- The Milano Running Festival, April 4th and 5th, 2019, in Milano, in the occasion of the Milano Marathon.
- The XXV Acea Rome Marathon, April 7th, 2019.
- The Shooting Clay Target Regional Meeting in Leini (TO), on April 24th, 2019.
- Athletic Masters Festival in Mondovì (CN), on May 1st, 2019.
- The Fencing Italian Master Championship in Casale Monferrato (AL), from May 1st-4th, 2019.
- Flor International Fair in Torino, May 24th, 2019.
- The start of the Stage 15 of the Giro d'Italia, in Ivrea (TO), May 25th, 2019.
- The Salone dell'Auto Parco Valentino, in Torino, (Automobile international fair), from June 19th-23th, 2019.

## 4. Marketing & Communications





## Games Publications

Two different types of guides were prepared and distributed to all participants and operators: the Games Guide, containing general information about the whole event, printed in 10.000 copies, and the Sport Guides, with detailed information about the sports on the program, available online in the Official Website of the EMG-Torino 2019.



# 4. Marketing & Communications

## Photography & Filming Services

Michele Scandurra was the official photographer of the EMG. During the Games, he and his staff immortalized the most important moments of each sport, the opening and closing ceremony, the award ceremonies at the Medal Plaza. The photographs were available and could be purchased at: [www.scandurramichele.com/2019/07/european-master-games-2019.html](http://www.scandurramichele.com/2019/07/european-master-games-2019.html).



Another sport-specialized professional photographer was in charge of taking pictures for media relations staff, to send them to newspapers and for the official website. A video maker filmed each sport, the opening and closing ceremony, the award ceremonies at the Medal Plaza and social events to realize the commemorative video of EMG-Torino 2019.





## Look of the Games

To welcome the Games, Torino was decked in the logos and images of the EMG. The following were displayed around the city in strategic positions:

- 20 totems of 2 meters height in the competitions venues;
- 16 flags in strategic positions in the city of Torino;
- 143 banners on the pylons along the main roads of the city of Torino;
- 1 banner on the Torino City Hall facade;
- 10 km of fabric with the logos of the Games and of all the sponsors, decorating the fencing around the Games Centre and the sports venues;
- a welcome and a goodbye totem in the arrival and departure areas of the International Airport of Torino-Caselle;
- the mascotte Tor, which puppet-statue of 2 meters tall has been positioned at the entrance of the Games Center and Medal Plaza square.

### The mascot Tor

Tor, the mascot of the European Masters Games Torino 2019 was a bull, an animal symbol of the City, which contains its indomitable heart, the desire to do and the Turin dynamism. A contest was opened to create Tor which was attended by numerous creatives. In the end the most representative image of the City and the Games was



## 4. Marketing & Communications

## Final Report



chosen. The funny little bull, agile and dynamic, but also an emblem of Turin, in fact embodies the values and philosophy of the EMG, namely healthy competition, sharing and a healthy lifestyle.

### The medals

The medals of the EMG Torino 2019 on the one hand reproduce the logo of the Games, on the other the IMGA (International Masters Games Association) logo, to underline the internationality of the event and the goals achieved by the athletes.





## Merchandising & Commercial Activities

**M**inerva Promotion was the partner from whom the Organising Committee purchased the Welcome Bags, participants' T-shirts and the uniforms of the Volunteers and Staff. This sponsorship contract therefore made Minerva Promotion the sole supplier authorised to sell merchandise during the Games. One point of sale was set up at the Accreditation Centre. Top quality street food was served at lunch and dinner just outside the Games Center, in the so called area "Street Gang".



## 4. Marketing & Communications





## Opening Ceremony

Turin relived the magic of the Opening Ceremony of the World Masters Games, in 2013. Unlike others editions, which held the Ceremony in a stadium, Turin chose for the EMG's Opening - like in the WMG 2013 - to host this event in one of the city's most imposing squares, Piazza Castello.

The program of the Opening Ceremony of the EMG began with the parade of the athletes, grouped by their sports, from Parco del Valentino, along corso Cairoli, piazza Vittorio Veneto, via Po, via Principe Amedeo, via Roma to Piazza Castello.

The parade was led by the local authorities and management of the Organising Committee and included approximately 7,000 athletes. Followed by the flags of the 75 participating nations and the 15 cities hosting a venue, majorettes and the band of the City Local Police corps. Mingled with the athletes along the route were numerous volunteers.



## 5. Events & Culture

The parade was welcomed in Piazza Castello by the mascotte Tor. The flags representing the 75 participating nations were positioned under the stage and then the authorities took their place: Kai Holm, President of the IMGA, Fabrizio Ricca, Sport Alderman of the Piedmont's Region, Carlo Marocco, Vice President of the Metropolitan City of Torino, Vincenzo Ilotte, President of the Chamber of Commerce of Torino, and Chiara Appendino, Mayor of Turin. The Organising Committee was represented by President Fabrizio Benintendi, Vice President Carlo Rista, Representative of the venues of the Metropolitan City Tatjana Callegari, and Program Manager Bernardino Chiavola.



Before the official speeches, the flags of Italy, of the European Union and of the Masters Games were raised. The athlete's oath was read by two competitor, an Italian woman and a British man, representing all the athletes.

Then came the crowning moment of the Opening Ceremony, when the Torino 2019 European Master Games flag appeared, carried by the sport legend, 10 Olympic Medals in Nordic Ski, Stefania Belmondo, in front of a multitude of cheering and applauding spectators.

Olympic medal Belmondo, president Benintendi and mayor Appendino declared finally open the European Masters Games Torino 2019, in the middle of a magic light and sound show.





## Closing Ceremony

The Closing Ceremony of the EMG included the transfer of the Masters Games flag from the hands of the Torino 2019 Organising Committee to the Tampere 2023 organisers, passing the baton between Turin and the Finland city that will host the next EMG edition.

The Ceremony was held in the Medal Plaza, outside the Games Center, on August 4th, immediately after the final medal ceremony. Before the official protocol part, there was a show of music and dance, very appreciated by the spectators.



After the official speeches, the flag was folded by 6 volunteers, carried onto the stage and handed to Fabrizio Benintendi, President of the Organising Committee, who returned it to IMGA President Kai Holm. He then presented it to the president of Tampere 2023 Perttu Pesa, on stage together with the Sport director Pekka Paavola.

## 5. Events & Culture





## Gala Dinner

The Gala Dinner was organised by the Organising Committee in the splendid setting of the Rowing Club Esperia, with a wonderful view over the river Po.

The whole management and staff of the Organizing Committee, head by President Fabrizio Benintendi, and the IMGA delegation, head by President Kai Holm, attended the dinner, together with a group of athletes from India, representing all the Masters playing in the EMG Torino 2019.



## Evening Attractions

Every evening at the stage of the Medal Plaza, erected in the square just outside the Games Center, there were medals ceremony for that day's competitions, followed by performances, such as the Italian singer Gilda, the Peruvian tenor Joao Francisco, show of Marinera Dance, and show of Chinese dancers and singers and the world-known show of the traditional Chinese Red Dragon.



Then, every night, a dj-set: a run through the best moments of Italian and international popular songs from the 1960s to the present. It was a tribute to the countries participating at the Masters Games, which captured the heterogeneous and cosmopolitan audience of the EMG, with music familiar the world over, and an "arrivederci", in the certainty that the people, who were Turin's guests in that hot week of the end of July-beginning of August, were touched by the city's beauty and appeal, would return sooner or later to get to know it better.

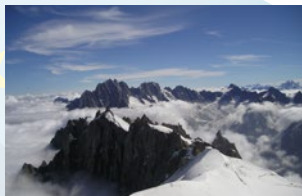




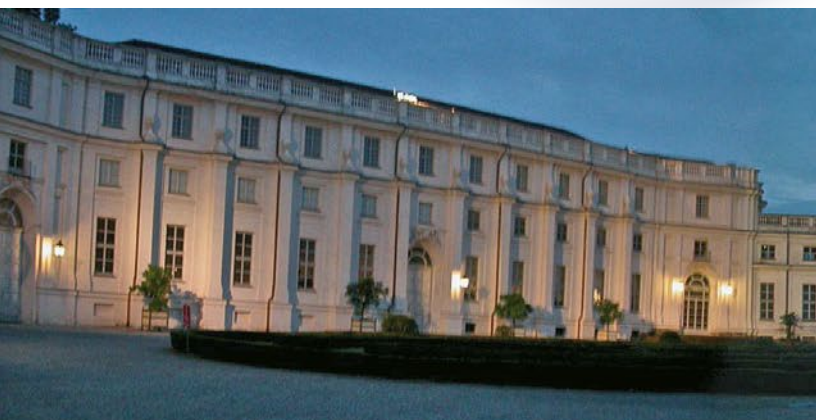
## Excursions

A great variety of tours were organised to enable all the participants to appreciate the city's artistic and architectural beauties and to visit the best known attractions in Piedmont and the surrounding regions.

- Turin Walking Tour
- Underground Turin Tour
- Magic Turin Tour
- Turin by Open bus
- Lingotto, the Car&Food district
- Discover the Automobile Museum
- Turin Bike Tour
- Sacra San Michele Guided Tour
- Royal Palaces and Medieval Abbeyes
- Lake Maggiore
- Italian Riviera Discovery
- Mont Blanc Discovery
- Milan Fashion Tour
- The Royal Wine Road of Piedmont
- The Perfume Museum
- MondoJuve and Zoom Bio Parco



## 5. Events & Culture





## Social Events

The excellent quality and variety of food and wine from Piedmont, attracted many athletes and their families, after the day's competitions, to spend nights outside, in the restaurants of Torino and surrounding.

The Organising Committee has paid great attention to the identity to be attributed to the Games. In fact, art, culture and sport have been the main theme of the event thanks to the collaboration of all the bodies involved. Parks, courtly squares and places of artistic and cultural interest in our territory have been the scene of many of the most engaging sports competitions. This opportunity to compete and live in a magical environment rich in history and culture has generated the claim of this edition of the Masters Games: "Art in Sport, Sport in Art", precisely to symbolize this incomparable trait d'union between sport and art, that is unique in Torino.

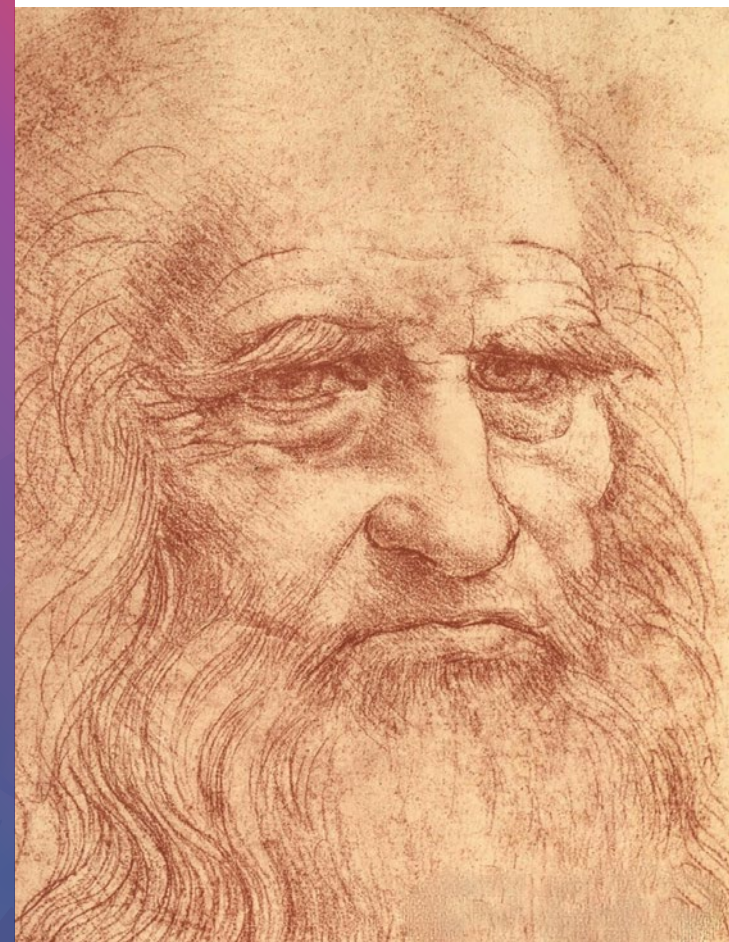


To play in many historical places, gave to the athletes and their families the opportunity to know better our art and culture. An opportunity that was also given by the large number of museum free or with reduced admission, thanks to the cooperation with the Public Administration of the City of Torino and local museums. 8 museums offer free entry to accredited athlete more one person, and others 22 museums offer reduced admission.

Among them, the world-known Egyptian Museum of Torino, the Royal Palace of Torino, the Royal Library - home of the famous Self Portrait of Leonardo da Vinci - the Mole Antonelliana and the Cinema Museum, the National Automobile Museum, the Juventus Stadium and Museum, the Royal Palace of Venaria Reale, and so on.



## 5. Events & Culture





## Overview

The main goal of the sports program for the EMG Torino 2019 Games was to offer a wide range of participation at an international event with a multitude of different disciplines,

encouraging mature athletes from all over the world to practise sport regardless of their gender, race, religion or sports experience, setting an example to inspire the young and to make them recognise that one can continue to practise competitive sport throughout one's life.



In other words, participate at the Masters Games is not so much for the absolute athletic results but to practise sport in the long term for the physical wellbeing of the individual, as also the Organising Committee pointed out in the "Aging Well Program" of the EMG Torino 2019.

## 6. Sport & Venues



To this end, the Organising Committee set out to organise a international sporting event that respected the rules set by the Sports Federations, and guaranteeing the highest level of security for the athletes.



## Sport Program

With only a few exceptions, the program of EMG Torino 2019 included the sports that the IMGA defines as Core Sports, to meet the expectations of many Masters. In the end, a total of 29 sports made up the sports program, which comprised 80 specialties with the various disciplines, played in 60 venues of Torino, Metropolitan City of Torino and Piedmont Region. One World Championships and one European Championship, respectively for Floorball and Handball, were held simultaneously with the European Masters Games, both with a large number of athletes registered. Three disciplines, Archery, Athletics and Swimming, were also opened to Paralympic Athletes. In the first original draft sport program there were 31 sports, but the



## 6. Sport & Venues



Organising Committee, agree with the IMGA, due to a too low number of athletes registered in these three sports, decided to delete from the program: Rugby, Climbing, Water Polo and Wakeboard. The Organising Committee's approach was to ask the Italian Sports Federations to manage the sports. With their experience and the qualified staff at their disposal, they were in the best position to organise the event. Intense coordination between the Organising Committee and the Sport Federations resulted in a precise definition of the Sports, Discipline and Venues.







Sport Promotion Local Associations (in Italian "Enti di Promozione Sportiva") had been in charge to organize some sports, such as Soccer, Volleyball, Beach Volley, to get in these team sports the best organizational result and the larger participation. To implement the agreements reached, contracts were signed between the parties, which established obligations and responsibilities and the fees to be paid to the Sports Federations involved.

Registration closed on June 30, 2019, except for a few non-team sports, for which registration continued until July 14, 2019.



The sports equipment and score result systems necessary to manage the competitions were in part provided by the Sports Federations and in part by the Organising Committee, and most of the competition venues were granted free of charge by the Turin City Council.

## 6. Sport & Venues

The "General Sport" Competition Schedule was published early in the beginning of 2019, and the Daily Competition Schedules for each sport were finalised in July 2019 by each Sports Federation, which had, by that time, received the Entry List of competing athletes from the Organising Committee.

The Sport Guides were prepared by the Organising Committee and made available online to athletes in the EMG official website.

The competitions respected the established program.

It is interesting to point out how Torino had played a leading role in many sports in history. Many previously unknown disciplines have been introduced in Italy by prominent public figures from the local scene, they also gave a fundamental contribution to the national sports organization, due to their ability to manage and organize such practices.

Many sports are born in Torino such as: gymnastics, shooting, riding, fencing, rowing and swimming.

Not to forget the primacy of horse racing, with the first Italian competition in the history of Italian showjumping in 1884; cycling, athletics and the foundation of the first Italian football team in 1887. In addition, the first Italian car race was the Turin-Asti-Turin in 1895. Last but not least, Universiadi were born in Turin in 1959.

Virtually all winter sports had their beginnings in Turin and in its mountains, the Alps. For example: ice skating, mountaineering and skiing.





## Venues

The Masters Games have to promote physical activity and wide-ranging initiatives that enhance the values of sport, create aggregation and promote the knowledge of the territory. The event aims at socialization among athletes through sports competitions, entertainment and cultural activities. For these reasons the Organising Committee of Torino 2019 Masters Games wanted to offer a varied and rich cultural, artistic and naturalistic patrimony. This means prestigious competition venues in parks, scenic routes and historical of the territory. Such as Royal Residences, courtly squares and protected areas of the UNESCO's heritage. The European Masters Games of Torino 2019 used



Candia Canavese



Venaria Reale



Ciriè



Rivoli



Ivrea



Carpignano Sesia



Grugliasco

60 sports facilities, chosen primarily on the basis of their technical characteristics, which met the requirements of the Sports Federations.

The centre of gravity of the EMG 2019 was the City of Turin. But many venues of the Metropolitan City and Region were chosen, both for their technical characteristics and also for

## Final Report

## 6. Sport & Venues

their rich cultural, artistic and naturalistic patrimony: the park of La Mandria and the Historical Garden of the Royal Palace of Venaria Reale, the park of the Castle of Rivoli, the Fort of Fenestrelle, the lakes of Avigliana and Candia and the towns of Carisio, Carpignano Sesia, Castiglione Torinese, Ciriè, Fiano, Giaveno, Grugliasco, Ivrea and Villar Perosa.



Giaveno



Avigliana



Fenestrelle



Carisio



Fiano



Castiglione Torinese



Villar Perosa

Torino



## Medals

To celebrate the athletes' victories in the Torino 2019 European Masters Games competitions, the medals reproduced the logo of the Games on one hand and the IMGA (International Masters Games Association) logo on the other, to underline the internationality of the event and the goals achieved by the athletes.

Most of the medal ceremonies were held in the sports venues at the end of each event.

The Committee also erected a Medal Plaza in the splendid setting of the Valentino Park, just outside the Games and Accreditation Center, where the medals were presented every day before the evening entertainment.



## 7. Sport & Medals

SPORT	MEDAL TABLE BY SPORTS		
	Gold	Silver	Bronze
Archery	40	37	34
Athletics	394	314	258
Badminton	55	53	55
Basket	9	5	3
Beachvolley	24	15	15
Canoe/kayak	474	304	252
Cycling	55	41	36
Dance Sport	14	6	1
Duathlon	21	16	14
Fencing	30	26	41
Field Hockey	3	3	2
Floorball	2	2	2
Football	11	4	1
Futsal	1	1	1
Golf	13	12	12
Handball	6	5	4
Judo	38	37	40
Karate	51	42	68
Paddle	12	12	8
Rowing	75	44	20
Shooting Clay target	11	12	11
Shooting Pistol and Rifle	68	59	48
Softball	2	1	1
Swimming	317	298	222
Taekwondo	27	28	37
Tennis	34	34	32
Triathlon	18	16	14
Vertical Run	28	16	8
Volleyball	10	9	8
Weightlifting	82	34	13
<b>TOTAL</b>	<b>1.925</b>	<b>1.486</b>	<b>1.261</b>





Sport		Discipline	Disabled Sport	2019									
				July					August				
				Friday 26 <sup>th</sup>	Saturday 27 <sup>th</sup>	Sunday 28 <sup>th</sup>	Monday 29 <sup>th</sup>	Tuesday 30 <sup>th</sup>	Wednesday 31 <sup>st</sup>	Thursday 1 <sup>st</sup>	Friday 2 <sup>nd</sup>	Saturday 3 <sup>rd</sup>	Sunday 4 <sup>th</sup>
1	Archery	Target	X										
		Field	X										
2	Athletics	Vertical Run											
		Track&Field	X										
		10Km											
		Half Marathon											
3	Badminton												
4	Basketball												
5	Beachvolley												
6	Canoa - Kayak	Sprint											
		Marathon											
		Relay											
		Slalom											
7	Cycling	Road Race											
		Time Trial											
		Criterium											
8	Dance Sport												
9	Duathlon	Sprint											
10	Fencing												
11	Field Hockey												
12	Floorball - Inhockey												
13	Football												
14	Futsal												
15	Golf												
16	Hand Ball												
17	Judo												
18	Karate												
19	Paddle												
20	Rowing	1x 2x 2- 4x 4- 8+											
21	Shooting Pistol & Rifle			Reserve Day	Reserve Day	Reserve Day						Reserve Day	
22	Shooting Clay Target												
23	Softball												
24	Swimming		X										
25	Taekwondo												
26	Tennis												
27	Triathlon Sprint												
28	Volleyball												
29	Weightlifting			Meeting					Awards				

Opening Ceremony

Closing Ceremony

MASTERS EUROPEAN CHAMPIONSHIP

MASTERS WORLD CHAMPIONSHIP



## Registration Fee

Participants		Athletes		Accompanying Person and Team Personell	
		From 1/09/2018 to 31/01/2019	From 1/02/2019 to 30/06/2019	From 1/09/2018 to 31/01/2019	From 1/02/2019 to 30/06/2019
All Athletes		140	170	70	85
Athletes from Piedmont Region	All Sport except Golf and Dance Sport	80	100	40	50
	Golf	110	130	55	65
World Floorball Masters Championship*		500 per Team		85	
European Handball Masters Championship*		1.000 per Team		85	
Golf		160	200	80	100
Dance Sport*		140 in a pair	170 in a pair	70	85

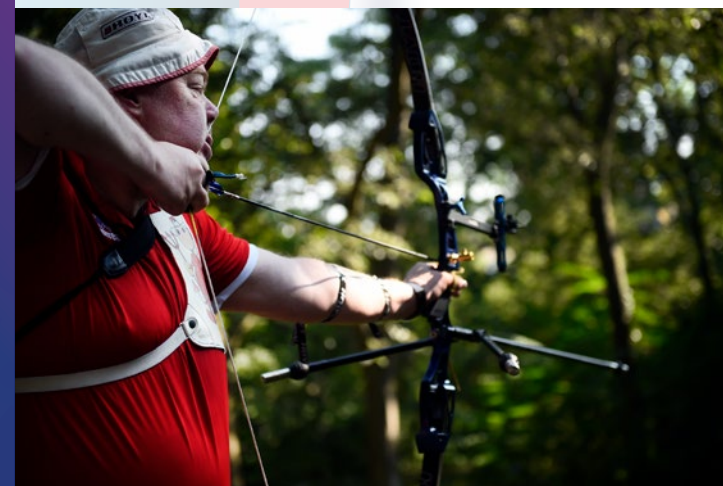
Price are shown in Euro.

### Remarks:

- 1) With the registration fee the Athletes have the possibility to select up to 3 sports, with a maximum of 5 sport disciplines.
- 2) \* Handball, Floorball, Dance Sport: Athletes can compete in only one sport.
- 3) Additional costs to be considered in addition to the Registration Fee € 5 to cover the International Masters Games Associations administrative costs of the registration system.
- 4) By registering for the event Participants will have free access to venues for competition, transport and can enjoy many and very important benefits and services!



## 7. Sport&Medals







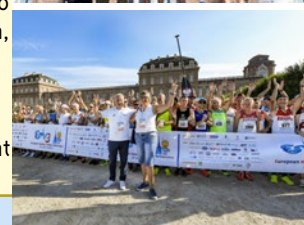
Archery	
Date	From the 31 <sup>st</sup> of July, until the 4 <sup>th</sup> of August
Sport Disciplines	Target, Field
Venues	Stadio Porcelli Torino Parco del Castello Rivoli
Age Categories	Men and Women: 30+, 40+, 50+, 60+, 70+
Athletes	318
Accompanyng Person	53
Staff	7
Volunteers	45
Referees	10
Technical Official	4



Medals	
Gold	40
Silver	37
Bronze	34

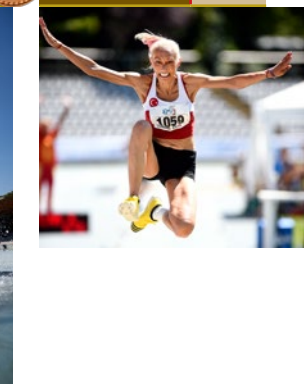


Athletics	
Date	From the 28 <sup>th</sup> of July until the 4 <sup>th</sup> of August
Sport Disciplines	100 mt, 200 mt, 400 mt, 800 mt, 1.500 mt, 5.000 mt, 100 mt hurdles, 400 mt hurdles, 3.000 mt steeplechase, 10.000 mt Road Race, Half Marathon, High jump, Pole vault, Long jump, Triple jump, Shot put, Discus, Hammer throw, Javelin, Vertical Run, 5.000 mt Race Walking
Venues	Stadio Primo Nebiolo, Parco La Mandria (Venaria Reale), Forte di Fenestrelle (TO)
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+
Athletes	1003
Accompanyng Person	48
Staff	17
Volunteers	29
Referees	71
Technical Official	12



# 7. Sport&Medals

Medals	
Gold	394
Silver	314
Bronze	258







### Badminton

<b>Date</b>	From the 29 <sup>th</sup> of July until the 31 <sup>st</sup> of July
<b>Venues</b>	PalaTazzoli Torino
<b>Age Categories</b>	<b>Men:</b> 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ <b>Women:</b> 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+
<b>Athletes</b>	174
<b>Accompanyng Person</b>	20
<b>Staff</b>	8
<b>Volunteers</b>	4
<b>Referees</b>	9
<b>Technical Official</b>	-



Medals	
Gold	55
Silver	53
Bronze	55



# Final Report



### Basket

<b>Date</b>	From the 28 <sup>th</sup> of July until the 1 <sup>st</sup> of August
<b>Venues</b>	PalaRuffini, Istituto Sociale, Moncrivello, CUS Panetti
<b>Age Categories</b>	<b>Men:</b> 30+, 40+, 50+, 60+, 65+, 70+ <b>Women:</b> 30+, 40+, 50+, 60+, 65+, 70+
<b>Athletes</b>	276
<b>Accompanyng Person</b>	2
<b>Staff</b>	15
<b>Volunteers</b>	30
<b>Referees</b>	19
<b>Technical Official</b>	22



Medals	
Gold	9
Silver	5
Bronze	3



## 7. Sport&Medals





### Beachvolley

Date	From the 29 <sup>th</sup> of July until the 3 <sup>rd</sup> of August
Venues	Centro Sportivo Lingotto, CUS Torino, Amici del Fiume, Monviso, CH4
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+
Athletes	294
Accompanyng Person	20
Staff	4
Volunteers	24
Referees	14
Technical Official	-



### Medals

Gold	24
Silver	15
Bronze	15



### Canoe Kayak

Date	From the 28 <sup>th</sup> of July until the 30 <sup>th</sup> of July From the 1 <sup>st</sup> of August until the 3 <sup>rd</sup> of August
Sport Disciplines	Sprint, Marathon, Relay and Slalom
Venues	Lago di Candia, Po River, Stadio della Canoa Ivrea
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+ <b>Mixed:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+
Athletes	392
Accompanyng Person	34
Staff	5
Volunteers	60
Referees	25
Technical Official	29



### Medals

Gold	474
Silver	304
Bronze	252



## 7. Sport&Medals





## Cycling

Date	The 26 <sup>th</sup> and 28 <sup>th</sup> of July; the 1 <sup>st</sup> of August
Sport Disciplines	Road Race Km. 42,70,94, Criterium, Time Trial
Venues	Torino Valentino Park, Casalborgone, Superga
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+
Athletes	237
Accompanyng Person	6
Staff	10
Volunteers	35
Referees	5
Technical Official	5



## Medals

Gold	55
Silver	41
Bronze	36

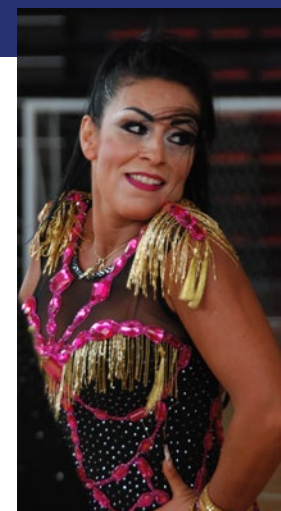


## Final Report



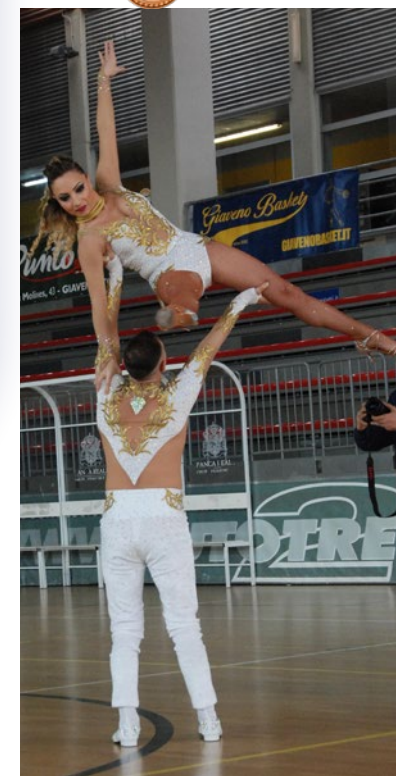
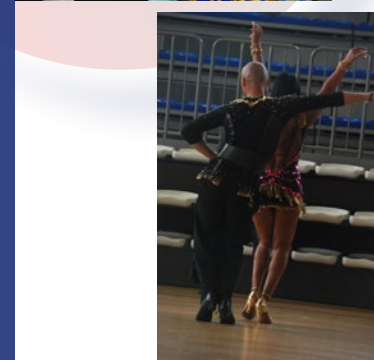
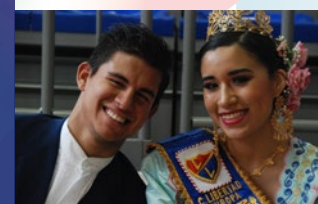
## Dance Sport

Date	From the 2 <sup>nd</sup> of August until the 3 <sup>rd</sup> of August
Sport Disciplines	Standard, Latin, Traditional, Caribbean, Boogie Woogie, Marinera
Venues	Palasport Giaveno (TO)
Age Categories	30+, 35+, 40+, 45+, 50+, 55+, 60+, 65
Athletes	50
Accompanyng Person	4
Staff	4
Volunteers	4
Referees	13
Technical Official	-



## Medals

Gold	14
Silver	6
Bronze	1



## 7. Sport &amp; Medals



Duathlon	
Date	30 <sup>th</sup> of July
Sport Disciplines	Running - Cycling
Venues	Parco della Pellerina (TO)
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+
Athletes	221
Accompanyng Person	7
Staff	8
Volunteers	27
Referees	5
Technical Official	19



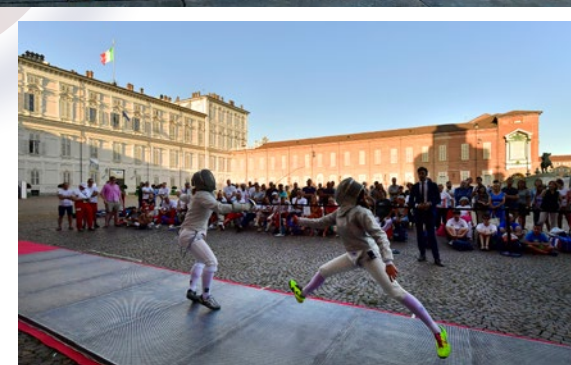
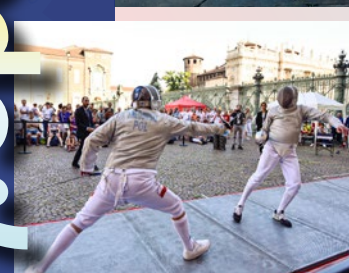
Medals	
Gold	21
Silver	16
Bronze	14



Fencing	
Date	From the 29 <sup>th</sup> of July until the 31 <sup>st</sup> of July
Venues	PalaTazzoli Torino Piazza Castello Torino
Age Categories	<b>Men:</b> 35+, 40+, 50+, 60+, 70+ <b>Women:</b> 35+, 40+, 50+, 60+, 70+
Athletes	115
Accompanyng Person	8
Staff	3
Volunteers	3
Referees	8
Technical Official	4



Medals	
Gold	30
Silver	26
Bronze	41



# 7. Sport&Medals





### Field Hockey

Date	From the 29 <sup>th</sup> of July until the 1 <sup>st</sup> of August
Sport Disciplines	Field Hockey Team
Venues	Campo Comunale Sandro Michellonet - Villar Perosa (To)
Age Categories	<b>Men:</b> 35+, 45+, 55+ <b>Women:</b> 35+, 45+, 55+
Athletes	108
Accompanyng Person	1
Staff	10
Volunteers	10
Referees	8
Technical Official	-



Medals	
Gold	3
Silver	3
Bronze	2



### Floorball

Date	From the 31 <sup>st</sup> of July until the 3 <sup>rd</sup> of August
Sport Disciplines	Floorball World Masters Championship
Venues	Palestra Palatucci (To)
Age Categories	<b>Men:</b> 35+, 40+, 45+, 50+ <b>Women:</b> 30+, 35+, 40+
Athletes	82
Accompanyng Person	1
Staff	1
Volunteers	4
Referees	4
Technical Official	-



Medals	
Gold	2
Silver	2
Bronze	2



## 7. Sport&Medals





## Football

Date	From the 26 <sup>th</sup> of July until the 3 <sup>rd</sup> of August
Sport Disciplines	Football 11
Venues	Polisportiva Santa Rita Torino
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+
Athletes	312
Accompanyng Person	29
Staff	4
Volunteers	15
Referees	31
Technical Official	3



## Medals

Gold

11

Silver

4

Bronze

1



## Final Report



## Futsal

Date	26 <sup>th</sup> , 29 <sup>th</sup> , 31 <sup>st</sup> of July and 2 <sup>nd</sup> of August
Sport Disciplines	Futsal 5
Venues	Po DiCiotto Sport Centre Torino
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+
Athletes	24
Accompanyng Person	5
Staff	4
Volunteers	2
Referees	2
Technical Official	-



## Medals

Gold

1

Silver

1

Bronze

1



## 7. Sport&amp;Medals





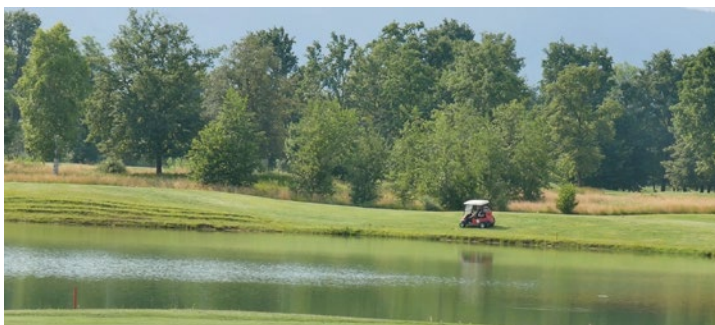


## Golf

Date	From 30 <sup>th</sup> of July until the 1 <sup>st</sup> August
Competition levels	Premier, Competitive, Recreational
Venues	Royal Park I Roveri and Torino La Mandria
Age Categories	Men: 35+, 55+ Women: 35+, 50+
Athletes	270
Accompanying Person	6
Staff	9
Volunteers	10
Referees	13
Technical Official	4



Medals	
Gold	13
Silver	12
Bronze	12



## Final Report



## Handball

Date	From the 26 <sup>th</sup> until the 28 <sup>th</sup> of July
Sport Disciplines	Handball Masters European Championship
Venues	Palestra Cecchi, Circolo Sportivo Beppe Viola, Torrazza, PalaRuffini
Age Categories	Men: 35+, 45+, 50+ Women: 33+, 43+
Athletes	692
Accompanying Person	71
Staff	7
Volunteers	12
Referees	34
Technical Official	8



Medals	
Gold	6
Silver	5
Bronze	4



## 7. Sport &amp; Medals





Judo	
Date	From the 26 <sup>th</sup> of July until the 29 <sup>th</sup> of July
Competition levels	Judo Individual
Venues	PalaSport Giaveno (TO)
Age Categories	<b>Men and Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+
Weight Categories	<b>Men:</b> -60 kg, -66 kg, -73 kg, -81 kg, -90 kg, -100 kg, +100 kg <b>Women:</b> -48 kg, -52 kg, -57 kg, -63 kg, -70 kg, -78 kg, +78 kg
Athletes	173
Accompanyng Person	5
Staff	10
Volunteers	6
Referees	11
Technical Official	-



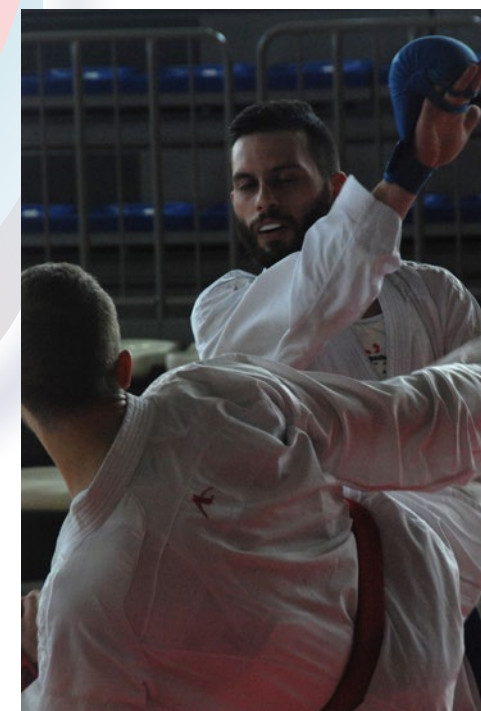
Medals	
Gold	38
Silver	37
Bronze	40



Karate	
Date	From the 29 <sup>th</sup> until the 31 <sup>st</sup> of July
Competition levels	Kumite and Kata
Venues	PalaSport Giaveno (TO)
Age Categories	<b>Men:</b> -60 kg, -67 kg, -75 kg, -84 kg, -94 kg, +94 Kg <b>Women:</b> -50 kg, -55 kg, -61 kg, -68 kg, +68 Kg
Weight Categories	<b>Men and Women:</b> 35+, 41+, 46+, 51+, 56+, 61+
Athletes	249
Accompanyng Person	39
Staff	10
Volunteers	5
Referees	15
Technical Official	18



Medals	
Gold	51
Silver	42
Bronze	68



# 7. Sport&Medals





### Paddle

<b>Date</b>	From the 30 <sup>th</sup> of July until the 2 <sup>nd</sup> of August
<b>Sport Disciplines</b>	Doubles: men, women, mixed
<b>Venues</b>	Robilant Sport Centre Torino
<b>Age Categories</b>	<b>Double Men/Women:</b> 30+, 40+, 50+, 60+, 70+ <b>Mixed:</b> 30+, 40+, 50+, 60+, 70+
<b>Athletes</b>	53
<b>Accompanyng Person</b>	5
<b>Staff</b>	4
<b>Volunteers</b>	15
<b>Referees</b>	4
<b>Technical Official</b>	6



### Medals

<b>Gold</b>	12
<b>Silver</b>	12
<b>Bronze</b>	8



### Rowing

<b>Date</b>	From the 31 <sup>st</sup> of July until the 2 <sup>nd</sup> of August
<b>Sport Disciplines</b>	1x " 1000 mt, 2x " 1000 mt, 2 - " 1000 mt, 4x " 1000 mt, 4 - " 1000 m 8+ " 500 m
<b>Venues</b>	Candia Lake, Po River
<b>Age Categories</b>	<b>Men:</b> 27+, 36+, 43+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ <b>Women:</b> 27+, 36+, 43+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ <b>Mixed</b>
<b>Athletes</b>	155
<b>Accompanyng Person</b>	6
<b>Staff</b>	5
<b>Volunteers</b>	5
<b>Referees</b>	7
<b>Technical Official</b>	-



<b>Medals</b>	
<b>Gold</b>	75
<b>Silver</b>	44
<b>Bronze</b>	20



# 7. Sport&Medals



## Shooting Clay Target

Date	From 26 <sup>th</sup> of July until the 28 <sup>th</sup> of July
Sport Disciplines	Trap, Skeet, Compak Sporting
Venues	Tiro a Volo Carisio (VC), Tiro a Volo Carpignano Sesia (NO), Tiro a Volo Castiglione T.se
Age Categories	<b>Men and Women:</b> 30+, 40+, 50+, 60+, 70+, 80+
Athletes	188
Accompanyng Person	4
Staff	4
Volunteers	12
Referees	8
Technical Official	-



## Medals

Gold	11
Silver	12
Bronze	11



## Shooting Pistol and Rifle

Date	From the 29 <sup>th</sup> of July until the 2 <sup>nd</sup> of August
Sport Disciplines	Pistol Events, Rifle Events, Muzzle Loading, Ex Ordinanza, Bench Rest, Quick Shooting
Venues	Tiro a Segno Nazionale Torino
Age Categories	<b>Men:</b> 30-49, 50-69, 70+ <b>Women:</b> 30-49, 50-69, 70+
Athletes	124
Accompanyng Person	11
Staff	7
Volunteers	27
Referees	5
Technical Official	2

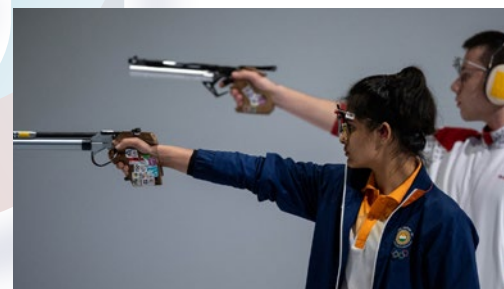


## Medals

Gold	68
Silver	59
Bronze	48



## 7. Sport&amp;Medals







## Softball

Date	From the 31 <sup>st</sup> of July until the 4 <sup>th</sup> of August
Sport Disciplines	Team Sport
Venues	Impianto Passo Buole Torino, Impianto "Fanton" La Loggia (To)
Age Categories	<b>Men:</b> 30-49, 50-69, 70+ <b>Women:</b> 30-49, 50-69, 70+
Athletes	58
Accompanyng Person	10
Staff	9
Volunteers	25
Referees	15
Technical Official	-



## Medals

Gold

2

Silver

1

Bronze

1



## Final Report



## Swimming

Date	From the 28 <sup>th</sup> of July until the 30 <sup>th</sup> of July
Sport Disciplines	Individual, Butterfly, Backstroke, Breaststroke, Medley, Freestyle Mixed, Relay W/M
Venues	Palazzo del Nuoto Torino
Age Categories	<b>Men:</b> 25+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+ <b>Women:</b> 25+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+
Athletes	756
Accompanyng Person	67
Staff	25
Volunteers	35
Referees	54
Technical Official	-



## Medals

Gold

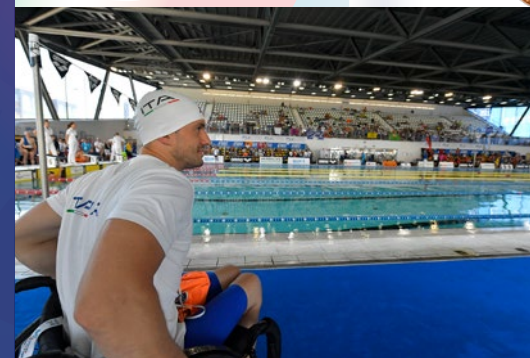
317

Silver

298

Bronze

222



## 7. Sport &amp; Medals





### Taekwondo

Date	From the 28 <sup>th</sup> of July until the 30 <sup>th</sup> of July
Sport Disciplines	Poomsae, Kyorugi
Venues	PalaMirafiori Torino
Age Categories	<b>Men:</b> 35+, 41+, 45+, 51+, 61+ <b>Women:</b> 35+, 41+, 45+, 51+, 61+
Athletes	160
Accompanying Person	44
Staff	13
Volunteers	30
Referees	23
Technical Official	4



### Medals

Gold	27
Silver	28
Bronze	37



## 7. Sport&Medals

## Final Report



### Tennis

Date	From the 28 <sup>th</sup> of July until the 2 <sup>nd</sup> of August
Sport Disciplines	Singles and Doubles
Venues	Royal Club, Master, Sport Centre Torino
Age Categories	<b>Men/Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ <b>Double Men/Women:</b> 30+, 40+, 50+, 60+, 70+ <b>Mixed:</b> 30+, 40+, 50+, 60+, 70+
Athletes	211
Accompanying Person	5
Staff	8
Volunteers	30
Referees	7
Technical Official	11



### Medals

Gold	34
Silver	34
Bronze	32







## Triathlon

Date	3 <sup>rd</sup> of August
Sport Disciplines	Swimming, Cycling, Running
Venues	Avigliana Sporting Centre
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+
Athletes	298
Accompanyng Person	13
Staff	8
Volunteers	27
Referees	5
Technical Official	3



## Medals

Gold	18
Silver	16
Bronze	14



## Final Report



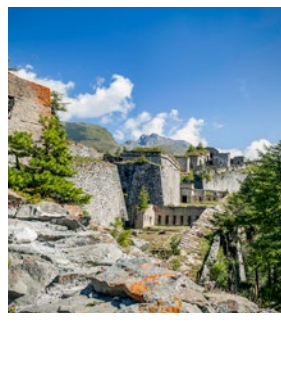
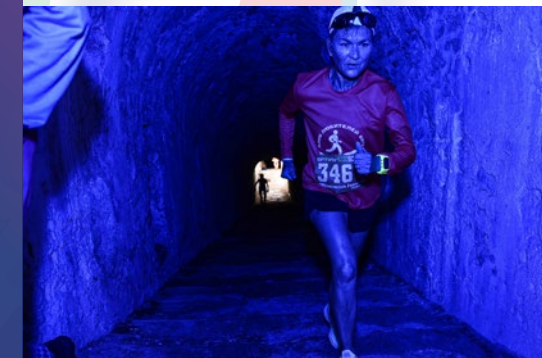
## Vertical Run

Date	The 28 <sup>th</sup> of July
Sport Disciplines	Vertical Race
Venues	Forte di Fenestrelle (Torino)
Age Categories	<b>Men:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+ <b>Women:</b> 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+, 85+, 90+, 95+, 100+
Athletes	111
Accompanyng Person	10
Staff	10
Volunteers	20
Referees	4
Technical Official	-



## Medals

Gold	28
Silver	16
Bronze	8



## 7. Sport&amp;Medals





## Volleyball

Date	From the 29 <sup>th</sup> of July until the 3 <sup>rd</sup> of August
Sport Disciplines	Team Event
Venues	Centro Sportivo Lingotto, Le Cupole, Palestra Parri, Palazzo Moncrivello
Age Categories	Men: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+ Women: 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+
Athletes	390
Accompanyng Person	59
Staff	-
Volunteers	24
Referees	14
Technical Official	-



## Medals

Gold	10
Silver	9
Bronze	8



## Final Report



## Weightlifting

Date	From the 27 <sup>th</sup> of July until the 30 <sup>th</sup> of July
Sport Disciplines	Snatch and Clean&Jerk
Venues	Palazzetto dello Sport D'Oria, Ciriè (To)
Age Categories	Men: 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+, 75+, 80+ Women: 35+, 40+, 45+, 50+, 55+, 60+, 65+, 70+
Athletes	149
Accompanyng Person	15
Staff	27
Volunteers	5
Referees	12
Technical Official	9



## Medals

Gold	82
Silver	34
Bronze	13



## 7. Sport&amp;Medals



## Overview

The Organising Committee was well aware of the great responsibility of organising the European Masters Games Torino 2019, and collaborated closely with the public authorities in order to put in place all the services and resources necessary to manage the event successfully.

YEG-Your Event Group s.r.l. was the official provider of accommodation services and tourist services, as well as of the accreditation procedures and transport services during Games Time.



## 8. Games Services





## Registration System

The Registration System for athletes and accompanying persons for the European Masters Games Torino 2019 was powered by Fusesport.

The registration system could be accessed through the EMG website. Through the registration system the participants could chose the category where to be registered as Competitor or Accompanying person or Team Personnel. There was the possibility to participate in 3 sports and 5 sport disciplines.

Presentation of a competitive medical certificate was mandatory for all athletes.

Every registered participant received a welcome bag with the EMG logo, containing the t-shirt and the cap of the Games. Inside there were also various local products and discounts, for museums' entrances, for transportations, for restaurants, and the Games Guide.



## Accommodation, Accreditation and Transport

YEG-Your Event Group s.r.l. was the official provider of accommodation and tourist services, such as accreditation procedures and transport services during Games Time, with dedicated desks at the Games Center. Thanks to the close collaboration with YEG, the Organising Committee was able to provide satisfactory services to all competitors, team personnel and accompanying people. YEG made a depth study of guests' needs also basing on the results of the previous editions of European Masters Games. Thanks to that study, YEG selected the range of accommodation for type and number of rooms, for each category, from different stars hotels to apartments.

YEG was present at the Games Center, for the whole period of the event, with the Accreditation Desk, Transport Desk and other services desks. There was also, managed by the Organising Committee, a Problem Solving Desk, to help athletes with any need or problems. The accreditation pass were customized according to the reference categories. Athletes was Blue. Companions was Light Blu. Staff was Orange. Judges was Green. Sport Federations was Yellow. Media was Grey. Volunteers was Red and Vip was Purple.



YEG was also the official supplier for touristic packages, available for sale on the official website dedicate to the event and in a dedicated desk at the Games Center.

The Public Transport Information Desk, at Games Center, gave information how to reach venus in Torino and free bus tickets were given to accredited athletes and companions, to use the local transportation, during their Games Time period.



What is more, a free shuttle transport service was created with YEG, with its terminal at the Games Center, to take athletes to out-of-town venues, during each competition.





## Games Center

The Games Center, located in Padiglione 5 of Torino Esposizioni, in viale Ceppi 13, in the picturesque ambiance of the Valentino park, in Torino, was opened to athletes from July 23<sup>th</sup> up to August 4<sup>th</sup>, from 8 to 21.

The Games Center venue was the same of the Torino 2013 World Masters Games.

At the Games Center, it was possible to get the accreditation, collect the Welcome Bag, receive all the information about the sport competitions or about the social events, book tours, buy merchandising items. Just outside, there were the Medal Plaza and the Street Food Gang area.



## 8. Games Services

### Medical Services

The Organising Committee applied strict rules (provided by Italian law) that established that all athletes, in order to participate to the EMG, must be in possession of a medical certificate for competitive sports. For athletes without this certificate the Organising Committee selected some Sports Medicine Centers ready to solve to do the medical check up before the Games. Any athletes who were not in possession of the Medical Certificate were accompanied by Committee vehicles to these centres, where approximately 200 check-ups were carried out.

To guarantee a medical assistance plan during the competitions, a Healthcare Plan was drafted with the Italian Emergency Service 118. All the Sports Federations and Associations involved in the organisation of the sports events also assigned an appropriate number of professional resources (doctors, nurses, ambulances) and a number of voluntary helpers to the structures that hosted the competitions. The Medical Services were also on the spot at the Games Centre to verify that accreditation respected the medical requirements set by the Organising Committee.

The Anpas (Public Assistance National Association, in Italian Associazione Nazionale Pubbliche Assistenze), in cooperation with the Italian Emergency Service 118 and Croce Rossa Italiana, made available 50 ambulances and over 150 emergency volunteers. The Anpas member associations involved were: Croce Verde Torino, Croce Giallo Azzurra Torino, Croce di Collegno, Croce Verde None, Vssc Volontari del Soccorso Sud Canavese di Caluso, Ivrea Soccorso, Croce Giallo Azzurra di Volvera, Pubblica Assistenza Sauze d'Oulx, Croce Verde di Bagnolo e Volontari del Soccorso di Clavesana.





## The "Aging Well Program"

One of the objectives of the EMG Torino 2019 Organising Committee was also that of giving a social-health feature to this edition of the Sport Masters, with a scientific legacy of high value in biomedical research on active life, sport and healthy ageing. The "Aging Well Program" project conceived by the Organising Committee provided the construction of a Medical Village within the Games Center. The over 65 year old athletes participating in the EMG, on a voluntary basis, have undergone a medical screening with the aim of elaborating data that have allowed the Organising Committee to understand how "not-young" persons can be in perfect shape considering their lifestyles, nutrition, sport practiced. It also means a reductions in public health costs for diseases related to ageing. During the European Masters Games in Torino, the Italian Prevention Association (AIP), through the presidents Prof. Ercole De Masi and Prof. Antonio Scalabrino, conducted a study through the voluntary compilation of an anamnestic and clinical questionnaire composed as follows: a cognitive part of sports habits and lifestyles, an anamnestic part and a clinic with vital parameters, E. O. and epigenetic tests.



About 120 athletes participating in the Masters Games, aged 55 to 82, took part in this questionnaire on a voluntary basis. The total number of adherents showed an average biological age of 17% below their own age, with peaks of 28%. Two patients aged 78 and 75 exceeded 30%.

It has been shown that sports practitioners both at a structural level (musculoskeletal and gastroenterological) and at a biochemical and biophysical level (epigenetic tests) and on the psycho-cognitive-emotional side have a psycho-emotional form significantly better than the corresponding age.

The Council of the Order of Engineers of Torino held a conference on the "Aging Well Program", attended by the Chief Medical Officer of the European Masters Games Dr. Alberto Casella, Prof. Antonio Scalabrino (nutritionist), the Italian astronaut Ing. Carlo Viberti, the President of the Board of the Order of Engineers of Turin Ing. Alessio Toneguzzo, and the Olympic volleyball champion, bronze medal in Los Angeles 1984, Franco Bertoli.

## 8. Games Services

## The Games Center Medical Village

Chief Medical Officer of the European Masters Games was the Orthopedic, Dr. Alberto Casella, that together with the nutritionist, Prof. Antonio Scalabrino, took care of all the needs at the Medical Village.

At the Medical Village, located inside the Games Center, have been installed three equipment free of charge for athletes in collaboration with Dr. Molino of the RIBA Rehabilitation Institute (IRR) accredited by the International Federation of Sports Medicine.

There were a Walker View, a Transcranial Direct Current Stimulation and a Neuro-Feedback.

The Walker View, a highly technological treadmill has allowed many athletes to fully analyze the strengths and weaknesses in the athletic gesture or simply in the walking.

A real laboratory of analysis of the walking and the run concentrated in a single innovative product able to give back a report of postural analysis of Run Analysis and gait Analysis. Transcranial Electric Stimulation (tDCS) is a state-of-the-art procedure, non-invasive, painless and without side effects, in which weak electrical currents (0.5-2 mA) are used to stimulate specific areas of the brain through neurological processes, to enhance cognitive abilities and sports performance.

Moreover, osteopathy stations were available, at the Medical Village, for athletes before and after the competitions. In collaboration with the International College of Osteopathic Medicine (ICOM), a pool of osteopathic trainees, supervised by professional osteopaths, have carried out free treatments during many days of competitions.





## Security

One of the most important target of the Organising Committee Torino 2019 was to ensure all necessary measures to guarantee the total safety of the Athletes, Teams, the Accompanying people, the Spectators and the Sponsors, the Media, their possessions and the Sport facilities involved in the sports event.

To guarantee a security system that responded to the complexity of the event, there has been close collaboration between the EMG Organising Committee and all the law enforcement forces.

The management model adopted was based on three principles: a single chain of command, coordination between the Police Forces and intelligence and close collaboration with the local institutions through the Prefect, who will be the pivotal point of reference for all the public order and security activities.

Mr. Carlo Rista, vicepresident of the Organising Committee, was designated as Safety and Security Manager. He set up a Security and Safety Plan to guarantee the best welcome to all the participants and safety on work for all worker forces and volunteers of the EMG.

No safety and security problems happened during the organisational phase and during the Games Time.



## 8. Games Services

## Uniforms

The agreement with Minerva Promotion - Official Merchandise Supplier - made it possible to purchase the uniforms for all the staff of the Organising Committee and the volunteers, as well as the official participants' t-shirt.

The uniforms were realized in different colours in order to identify the Staff, Volunteers, Athletes and Accompanying persons.

These uniforms were not in sale, but they were given only to accredited people.

This sponsorship contract made Minerva Promotion the sole supplier authorised to sell merchandise during the Games. Minerva Promotion had its own stands at the Games Center, offering the public official merchandise of the event, among them different thirts with the EMG Torino 2019 logo.





## Food & Beverage

Top quality street food was served all day long, just outside the Games Center, in the so called area "Street Gang".

An ice cream cart, by Grom, was present the Games Center, during the whole period of the EMG.

Every day, fresh fruit, supplied by the T18 Group, and water, supplied by Valmora, were delivered to all participants at the Games Center and in the competitions venues.

A taste of gastronomic products typical of Torino and Piedmont territory were included inside the Welcome Bag, for all accredited participants: Lavazza coffee, Inalpi cream cheese, Trevisan cookies and quality food products from Coop.

"Turismo Torino", the official Tourist Office of the City of Torino and of the Metropolitan City of Torino, proposed traditional recipes and the DOC wines of the Province of Torino in listed restaurants and trattorias, with a list inside the Games Guide and information at the Turismo Torino Desk at the Games Center.

A typical piedmontese taste experience was offered in the Gala Dinner, organised by the Organising Committee in the splendid setting of the Rowing Club Esperia, with a wonderful view over the Po river.



## 8. Games Services



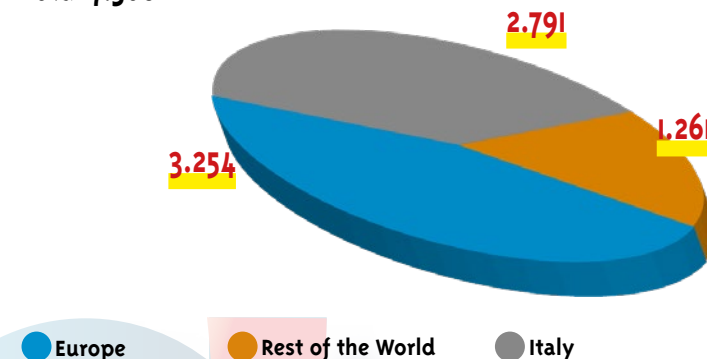


EMG TO 2019 - GAMES BUDGET			
REVENUES	€	EXPENSES	€
Fund from Local Institutions for IMGA Fee	650.000	IMGA Fee	650.000
Starting Fund	30.000	IMGA Administration Fees	33.915
Funds contribution from the City of Torino	165.900	Sport Organisation	629.869
Registration Fees	924.140	Communication	84.572
Sponsorship	207.708	Welcome Bags & Medals	105.568
		Accreditation & Transport outside Torino	42.000
		Local Transport	18.116
		Medical Services	46.410
		Look of the games	21.812
		Ceremonies & Medal Plaza	80.099
		Games Center arrangements & Security	17.743
		Hospitality	7.489
		CO Workforce & Volunteers	122.000
		Insurance, Tax payment, Administration	85.970
		Transfer of Knowledge to IMGA	12.000
		General Expenses	9.127
		Contingency	10.000
<b>TOTAL</b>	<b>1.977.748</b>	<b>TOTAL</b>	<b>1.976.690</b>

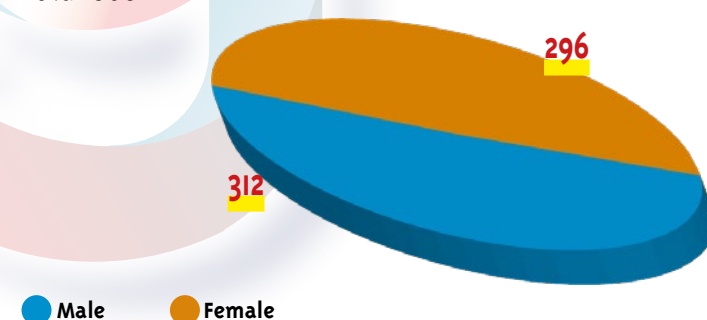
In addition to cash sponsorships, value in kind sponsorships were made to the Organizing Committee for an equivalent of € 345.000,00

## 9. Budget & Statistics

Registered and paying athletes and accompanying people  
Total 7.306



Accompanying people  
Total 608

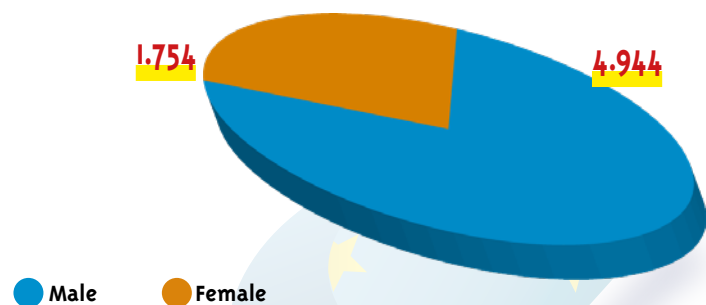




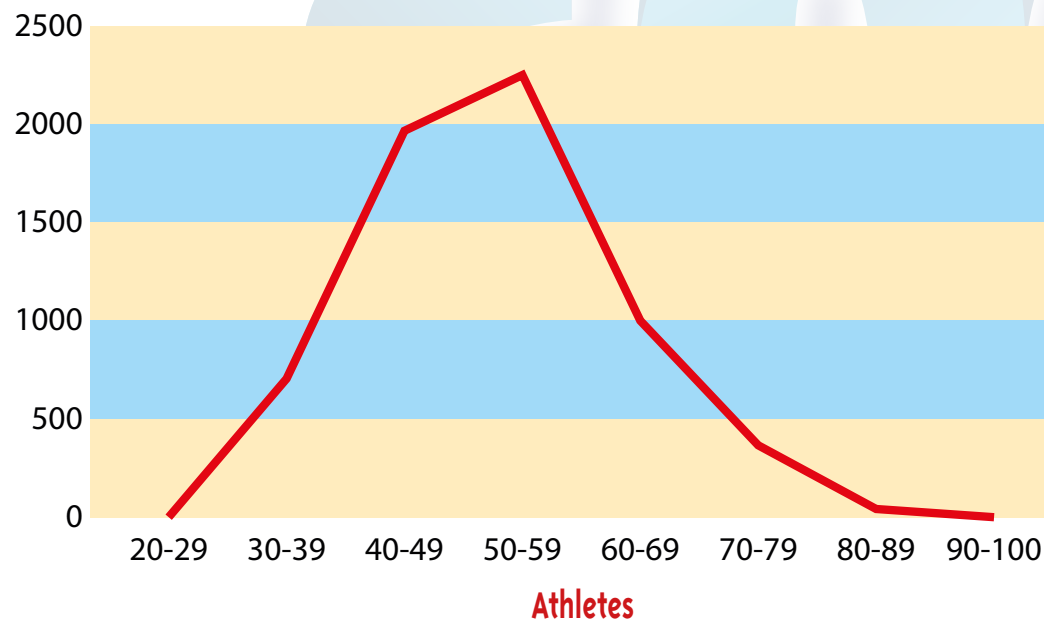
# 9. Budget & Statistics

Gender of athletes

Total 6.698

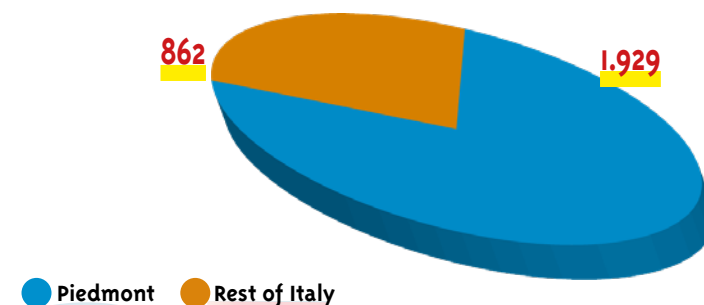


Participants by age group



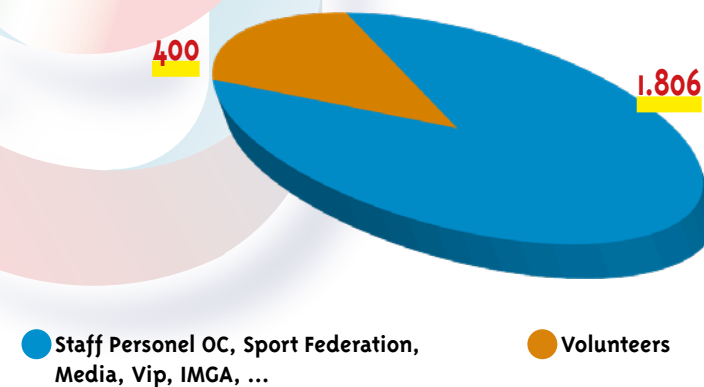
Athletes participating in the competitions from Piedmont and the rest of Italy

Total 2.791



Other accredited people: Volunteers, OC Staff, Sport Federation, Media, Vip, IMGA, ...

Total 2.206





## Participants by Nations

Nation	Participants
Albania	4
Argentina	12
Armenia	1
Australia	93
Austria	84
Azerbaijan	1
Belarus	21
Belgium	61
Bosnia and Herzegovina	2
Brazil	22
Brunei Darussalam	4
Bulgaria	28
Canada	75
China	28
Colombia	2
Croatia	17
Czech Republic	113
Denmark	20
Egypt	12
Estonia	39
Finland	67
France	286
Georgia	3
Germany	498
Greece	6
Hong Kong (SAR) China	7
Hungary	299
Iceland	9

Nation	Participants
India	360
Indonesia	2
Ireland	44
Islamic Republic of Iran	1
Israel	7
Italy	2.791
Japan	10
Jersey	1
Kazakhstan	7
Latvia	29
Lithuania	130
Luxembourg	6
Macedonia, TFYR	1
Malaysia	1
Malta	1
Mexico	8
Moldova, Republic of	9
Monaco	3
Mongolia	6
Montenegro	1
Netherlands	58
New Zealand	5
Northern Ireland	2
Norway	22
Peru	1
Poland	250
Portugal	77
Romania	4

## 9. Budget & Statistics

Nation	Participants
Russia	373
Saudi Arabia	4
Scotland	2
Serbia	22
Singapore	5
Slovakia	102
Slovenia	22
South Africa	58
Spain	152
Sri Lanka	2
Sweden	16
Switzerland	161
Tunisia	1
Turkey	40
Ukraine	292
United Arab Emirates	10
United Kingdom	325
United States of America	67
Wales	1
<b>75 Nations</b>	<b>7.306</b>





## My story with four world records in decathlon and tetra decathlon over 50 in 2017 and 2018.

**14** World medals 12 European medals and over 3335 individual medals. I am the most decorated female athlete in Ireland. I love to compete and to meet new people and practice my ability to speak almost seven languages. I am known for my boundless energy as I usually enter 14 events to which I would encourage others to take part in as many events as possible daily to keep yourself fit have fun and improve yourself by learning from those better than yourself. It was not all plain sailing though my father introduced me to sport as he was a boxer but died of cancer at 48 when I was 18. This gave me a push in the direction to learn how to live longer and healthier so I studied nutrition biology science physiotherapy exercises weights whatever I could to improve your lifespan and applied my knowledge during the process. I represented Ireland in athletics until at 27 was involved in a serious car accident with an articulated lorry I was dropped from the national team immediately developed asthma and a fractured back. I was determined not to let this get me down and fought back with a furious desire to run and jump again. I returned stronger faster and more determined than ever to prove to myself I can, I will, and I did. I have been enjoying my sport since that with a passion second to none. Except for the frequent visits to the ambulance and first aid crew when the asthma strikes after competition, I am running longer throwing further and sprinting faster than most 50 year olds today. Whatever sickness illness or infliction we are hit with there is always some way we can be better and strive for perfection. I have now developed a device (Maxeirflo) that helps asthmatics breathe easier and gives you more oxygen. This is my way of helping other people struggling to catch their breath or improve their times at the top level. I am on top of the World and still looking to improve my times. I am looking forward to being in Italy and pushing myself against all nationalities and sharing my story and new device.

Geraldine Finegan

# 10. Inspiring stories

## Why not me?

I am Ana Mrcic from Croatia and I am 51. Ten years ago I started to train athletics. In that time I was diagnosed with Myelodysplastic syndrome (bone marrow disease). I am a triple jumper. My best jump was in Torino at the WMG in 2013. I jumped 10.83 m and I won. That jump assured me the second place on the World Outdoor Women's Ranking list.

My first European medal was bronze in San Sebastian, 2013. The same year I got silver and bronze in Porto Alegre in triple and long jump. In 2014 I became European champion in Izmir. That year I became blood transfusion dependent. I won two gold medals (long and triple jump) at EMG in Nice, 2015. In 2016 I got bronze medal at the EMC in Ancona and, later that year, I became World Champion in triple jump in Perth. In 2017 I got silver medal at the WMC Indoor in Daegu. That was only two months before I was transplanted. I spent 33 days in hospital sterile unit. Almost all the time I was active, exercising and walking 2 km a day in my hospital room. I wrote a hospital diary: "Vacation in a spaceship". Now I am writing a book about my life before and after transplantation.

I was born again thanks to my donor, many blood donors, doctors, nurses and all the other people who helped me. I am counting my new life's years from the transplantation day, "Day zero", and I am now a child only one year and nine months old.

Croatian Masters Association declared me the best master athlete in Croatia two times: in 2013 and 2016.

All the time of my illness I was training and competing... with bruises, fatigue, weakness, bleeding from the gums and nose. Four months after transplantation, despite complications and health problems, I started to train again. It is not easy, but I don't want to give up. Athletics helps me. I already competed after transplantation. I can't jump so long as I could before, but I am alive. I never asked: „Why me?“, but „Why not me?“ When I was the World Champion I also told myself: „Why not me? I deserved it!“

So, this is why I think I should come to EMG in Torino.

Ana Mrcic



## I assume masters' games are normally played by people who have spent their whole lives at their sport, rather than someone who is coming back after 27 years away... or is entirely new to it

**I**t was when the Japanese player bowed deeply and then asked to look at my bat that I knew I had made a mistake.

You see I wasn't trying to claim that I knew anything about the sport, at least not this sport. And certainly not anything about pimples and dimples, and surfaces that were sticky or slick, and exotic spins and slices. Or pre-match rituals like examining each other's bats.

It was just that I had got to that age when I had acquired a family, a house, a garden, a trampoline, ... and a table tennis table.

Not that everything had started there. Actually, it all began because I wanted to teach my son tennis. Normal tennis, the one I do know how to play. Except that William preferred to hit the ball along the ground and run after it. That looks like fun, I thought. And before I knew it, I found myself showing him how to drag the ball across and dribble. It all seemed very natural. And lots of fun. And suddenly I realised I was playing hockey for the first time since...

Half a lifetime had come and gone, and a lot of hair had been lost, since those far-off student days. And the hockey I had known had completely changed. New pitches, new equipment and above all new rules. All of them good. All of them great, actually. What a game they had created! So when I found a club for my children, I started to wonder why I had been missing out for all those years.

When the coach at the club, an Olympian and a true master of the sport, asked me if I might be interested in dusting off the cobwebs and joining him and some colleagues at the World Masters' Games in Turin, I could hardly say no. Me? A dinosaur, playing alongside these veteran pros? It seemed like a dream.

## 10. Inspiring stories

And then it got better. Over two weeks in the Italian summer, we were given a pass to visit the sights of the city (there was no stopping me) and we spent our time swapping stories with other competitors from all over the world (wine, it seems, talks a universal language).

And I found I was allowed to enter other sports as well. First tennis (I actually won a game there). Then on to table tennis: I won a game there too, but only because the other guy hadn't turned up.

And so there I was, surrounded by the sound of balls whizzing and whirring and fizzing through the air, in front of a mass of other competitors. And my Japanese opponent.

A true gentleman, he raised his eyebrows only very slightly at the sight of my museum piece bat. Before dispatching me with elegance and another beautiful bow.

I knew I was no master. I was a complete amateur. An impostor amongst these true sportsmen.

But there was no time to dwell on that. The hockey finals were that very afternoon. It was a titanic struggle. An epic, nerve-wracking classic. But we won. Or at least my brilliant teammates did. The biggest prize in my life. The biggest prize so far, that is, as the masters' games were the start of my second sporting career. And, as I always say to myself, it is never too late to create some great memories.

**Richard Bastin**



## This is a story like the European games of 2008

I discovered a passion for sports further life.

Your letter of invitation to the European games in Turin made me very happy. There is a great desire to perform at this Grand sports festival.

My first international competition was the first European games in Malmö in 2008, where I won four gold and one silver medals. The European games 2008 inspired and showed me passion and love for athletics. From these competitions I began to act in the international competitions of category "masters". thank you.

Italy is a beautiful country. I love Italy. In 2013, he won two gold and one silver medals at the World games in Turin.

In 2015, he won two gold medals at the European games in Nice.

In New Zealand, he won four gold and one silver medals at the 2017 World games.

European and world games helped me, set a European record in the 60 meters hurdles -9.36 sec. in 2015. Several times to win the world and European Championships.

I fell in love with hurdles in all the competitions be sure to run the 60m or 100m and 300m hurdles.

Sport helps me a lot and improves the quality of life. I perform a lot and promote sports among veterans and young people.

For me, the performance at the masters games is the meaning of my life, it is the desire for physical improvement, it is joyful meetings with friends and rivals, it is the knowledge of the history and culture of the country where the competitions are held.

Valery Davydov

# 10. Inspiring stories

## My struggle

**M**y name is Alex. I live in Russia, in the North Urals. My story is about the fight, but not so much about the fight on the tatami, but about the fight against life's obstacles. As a child, my father gave me to the judo section. I really enjoyed studying. I liked a some romanticism of sports and I dreamed of becoming a professional athlete when I grow up. I was good at it, I won the competition, but...

20 years ago, while serving in the army in Chechnya, a shell fragment shattered my right hand. After operation, having departed from anesthesia, the first that I asked the surgeon, "Whether I will be able to fight at competitions?" The answer was negative. The doctor said, "You should learn to move your fingers again, hold a spoon in your hand when you eat, hold a toothbrush when you brush your teeth, hold a pen when you write..." I was happy that I survived, but I am upset that I will not be able to be engaged in judo any more. It took three years to learn how to move your fingers again, but the movements in the wrist joint were impossible. Every day I persistently did special exercises to restore the hand. I learned to do everything with my left hand. And once I realized that I can train and even participate in competitions. I rebuilt the technique of my fight under the left rack and fought only with one grap with my left hand. Of course, I lost most of the matches, but still sometimes I managed to win. Analyzing the defeat, I realized that I was losing not because I have an injury, but because of fear and uncertainty in victory. In sport the winner is the one who is confident, strong and brave! The reasons for our victories and defeats are not external, they are within ourselves.

I also realized one important thing. Yes, I can't become a champion, but I can help those who can do it. Now I am a trainer, I teach children judo. To be a good teacher, you need to constantly develop and continue to train yourself. Competitions among masters contribute to this. And EMC gives me the ability to be "in the game"! In 2015 in Nice I got a bronze medal. This time I want to go to Torino to winning, but first of all to winning myself!

Aleksandr Kondakov





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(January 2020)

**Emg Torino 2019**  
26 Luglio 4 Agosto

# European Masters Games

**Le Olimpiadi over 30**

**30 sport!**  
C'è anche il tuo.

**Arrivederci atleti masters!!!**

**Grazie a tutti, agli sponsor e ai volontari, per l'ottima riuscita degli European Masters Games Torino 2019**

[www.torino2019emg.org](http://www.torino2019emg.org)

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