

Press Release

## MUNDYS LAUNCHES CHRISTMAS GIVING CAMPAIGN WITH SPORT SENZA FRONTIERE AT ROME'S ALBERTO SORDI ARCADE

Make a donation using a QR code placed alongside the decorations bringing Christmas cheer to one of the capital's iconic locations and support the association's charitable initiatives.

**Rome, 17 December 2024** - Mundys and Sport Senza Frontiere, partners in promoting inclusion and solidarity, light up with Christmas choreographies the historic Galleria Alberto Sordi, an iconic place in Rome, managed by Prelios SGR through the Megas Fund whose sole shareholder is Fondazione Enasarco. As well as celebrating the end-of-year festivities, the initiative aims to raise funds for Sport Senza Frontiere, the association that for over 15 years has run social inclusion and sports education programmes for disadvantaged children. Visitors will be able to make a donation, simply by scanning a QR code located at various points around the arcade, and offer the opportunity to practice a sport to young people who would otherwise not have access. This simple gesture will contribute to changing the lives of the many youngsters helped by the association.

The initiative marks a perfect combination of tradition and social responsibility. The two Christmas trees, more than 10 metres high, and their decorations, highlighting Mundys's founding values of sustainability and sharing, have been made using eco-friendly materials, underlining the importance of a Christmas that respects the environment.

"We want to sincerely thank Mundys," said the Chairman of Sport Senza Frontiere, **Alessandro Tappa**, "for deciding to join forces with our association to promote a sustainable Christmas, supporting our efforts to foster social inclusion through sport. We work to offer young people the chance to develop and educate themselves, helping to build a society without economic and social barriers, in line with the UN's Agenda 2030. We above all use sport as a way to effect change, with the aim of helping future citizens develop and realise their dreams, regardless of their social background. Thanks to this invaluable contribution, we will be able to continue to bring sport to the people who need it, transforming it into a means of promoting education, health and social change. Together, we can knock down barriers and build a better future for deprived children."