



FRECCIAROSSA MILANO JUMPING CUP

LARGE CROWDS OF SPECTATORS INCLUDING VIPS, STARS AND LEGENDS FROM THE SHOW JUMPING WORLD

Milan, June 26th - **Martin Fuchs** honoured his The goal has been achieved. In its 'second season' - actually the first 'real' one considering the 3* debut behind closed doors during the pandemic in 2020 - the **Frecciarossa Milano Jumping Cup** has now achieved the most wanted and 'fought for' results as far as popularity was concerned, hence enthusiasm and participation among both Milanese citizens and tourists over three days of international show jumping.



Photo La Presse

Especially over the weekend, thousands of people decided to take advantage of the hospitality offered by the organisers – **Snaitech, Rcs Sport, Sport e Salute** and the **Italian Equestrian Sports Federation** – for a 'British' day out with picnics of the grass and in the shadow of the trees, with many children free to rush around in specific areas surrounding the arena of the Milan 4* show.

With competitors including stars of the show jumping world - from the leader of the Fei world ranking **Martin Fuchs** to London 2012's gold medal winner **Steve Guerdat** and Italy's **Emanuele Gaudiano, Bruno Chimirri, Filippo Bogni** and **Emilio Bicocchi**, winner of the Snaipay and Vargroup Prizes – and top-level show jumping, the Frecciarossa Milano Jumping Cup passed the test posed by this edition of the three-day show with flying colours.

This proved that this 4* show was effectively a test event for the **2023 FEI European Championships** and that as far as this sport is concerned at a beginners' level it was an excellent advertisement for riding in a region that has the highest number of registered riders in Italy. This was the goal for Sport and Salute and the FISE's most 'natural' mission.



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The **San Siro Racecourse** once again confirmed its centrality as a place for socialising and hosting sports of great ductileness in the Milanese area, being able, among other things, to change its appearance rapidly and host equestrian competitions as well as races in the short space of a few hours - as happened last Saturday - thus increasing the entertainment on offer for the thousands of people present.

There were many VIPs in the luxury corporate and hospitality area. In addition to the many important top managers – ranging from Giorgio Armani’s deputy CEO **Giuseppe Marsocci** to Inter’s manager **Alessandro Antonello** and PWC’s CEO Giovanni **Andrea Toselli**, Beiersdorf’s General Manager **Andrea Mandoni** and Frecciarossa’s CEO **Pietro Diamantini** – there was also RCS Mediagroup’s and Torino Football Club’s president **Urbano Cairo** seat at the MJC’s VIP tables.

They were accompanied by Lombardy’s most important institutional representatives, ranging from the city’s Mayor **Beppe Sala** and Councillor for Sport **Martina Riva** as well as the region’s Governor **Attilio Fontana**. There was no lack of sporting legends such as Daniele Massaro, former canoeing Olympic champion **Antonio Rossi** – now the region’s under-secretary – 'lioness' **Francesca Schiavone**, winner of Roland Garros in 2010 or bronze medallist in the Olympic short track relay **Tommaso Dotti**. It was very moving when the legend and equestrian hero from Milan **Graziano Mancinelli’s son, Marco Mancinelli**, arrived and entered the arena to present the Trophy named after his father, paying homage to the greatness of a rider who made history in the relationship between human beings and horses.

THE ORGANISERS’ SATISFACTION WITH THE FRECCIAROSSA MJC

The organisation of this event created a great deal of satisfaction that was clearly expressed in the comments made by the OC confirming unanimously and in extremely positive terms how the 2022 edition had achieved its objective.

Snaitech’s CEO and 'father' of the MJC, **Fabio Schiavolin**, enjoyed the results of two years of hard work: *“I am particularly proud of the manner in which the Milanese reacted and of having at last succeeded in presenting at the highest level the different disciplines in which two athletes star, human beings and horses, as happened last Saturday, when, in addition to the MJC, we also enjoyed flat racing in the evening. This has been a wonderful party achieved thanks to the strength of the team set up with RCS Sport, Fise and Sport e Salute.”*





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Paolo Bellino, managing director of RCS Sport & Events, underlined the feeling in the organising team: *"We believed in Snaitech's enthusiasm and the right atmosphere was immediately created to organise an event to which the public responded enthusiastically. The Frecciarossa Milano Jumping Cup can represent an important first step and, with Sport & Health and Fise, we have created a team and a model that can be repeated for other events."*

Diego Nepi Molineris, managing director of Sport e Salute, which together with Snaitech, RCS Sport and Fise are the team that organised the MJC, drew conclusions also in view of the city of Milan, lingering on the feeling between spectators and equestrian sports during these three days at San Siro: *"The great attendance of spectators at the MJC once again confirmed the city of Milan's great desire for sport, a clear and unmistakable signal for Sport e Salute in spreading basic sports that can but be achieved through important events as in the case of tennis' NextGen."*

Secretary General of the Italian Equestrian Sports Federation **Simone Perillo**, added, *"This was a great success. We are delighted with the partnership established between the federation and Snaitech, RCS Sport and Sport e Salute in view of the European Show Jumping Champions that are a qualifying event for the Paris 2024 Olympic Games and will be held at the splendid San Siro Racecourse early in September 2023. Great team work will allow us to be ready at a technical sports level to host the best European riders who, led by Martin Fuchs and Steve Guerdat came to compete in this wonderful place for the first time this year."*

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