



PRESS RELEASE

Roma 2024 EAC begins an international journey

The promotional campaign starts from Grosseto and will pass through Budapest

Rome, July 21, 2023 - The promotional campaign for the Rome 2024 European Athletics Championships kicks off from Grosseto and will pass through Budapest. The Italian Junior Athletics Championships, taking place from today until Sunday, July 23, in Grosseto, mark the first step in the approach to the major event of the coming summer: from June 7 to June 12, 2024, Europe's finest athletes will compete at the Stadio Olimpico, Parco del Foro Italico, and through the most iconic streets of Rome, a month and a half before the start of the Paris Olympics Games.

The Roma 2024 EAC brand will be promoted during other sporting events, both in athletics and beyond, to engage as many fans as possible with the European Athletics Championships atmosphere. As a teaser before the ticket sales open, Roma 2024 gadgets with the logo have been distributed to the audience in Grosseto. The campaign will continue during the main athletics events organized by the Italian Athletics Federation (Fidal). The next stage will be set for the Italian National Athletics Championships, scheduled in Molfetta from July 28 to July 30.

Then, the promotion of Roma 2024 EAC will cross Italian borders and make a stop in Budapest, where the World Athletics Championships will take place from August 19 to August 27. In Budapest, Roma 2024 will have its dedicated corner inside the "Italian Athletics House" set up by Fidal, serving as the headquarters for the Italian national team and its partners during the World Athletics Championships.

The campaign will pass also through other sports events in Italy. Roma 2024 will be present at the "Milano Greenvillage23," inside the San Siro racecourse during the major equestrian event, the FEI Jumping European Championship Milano 2023, scheduled from August 30 to September 3. All the fans coming to the village will have the opportunity to engage in various sports activities, including track and field.

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