



PANATHLON INTERNATIONAL

LUDIS IUNGIT

Messrs
International Board Members
District Presidents
Area Governors
Presidents of
Panathlon International Clubs
THEIR RESPECTIVE ADDRESSES

Rapallo, March 2024
Circ. 07-24

Subject: Henrique Nicolini Communication Award 2022-2023

The Selection Board, composed by Past President and Head of Communication Giacomo Santini, International Board Members Luigi Innocenzi and Luis Moreno, and AB Member Andrea Sbardellati, met in Rapallo on Thursday 14th March.

After a careful and detailed examination of the material received from the Panathlon Clubs of: Asti - Buenos Aires - Como - Latina - Lausanne - Lisboa - Maldonado Y Punta Del Este - Minas - Modena - Pavia - Perugia - Potenza - Rapallo - Venezia - Wallonie-Bruxelles, the Board is pleased to communicate the final result for the three categories:

INTERNET/SOCIAL MEDIA

EX AEQUO

Clubs COMO / LISBOA

- **Club Lisboa** - *With a mighty organisational effort, the Club launched the 'Ethics Summit 2023' which, over three days, brought together the experiences and opinions of 60 speakers, divided into 20 sessions, with the interactive participation of more than 3,000 registered attendees. These included university professors, Olympic athletes, coaches, legal experts and sports managers. The proceedings attracted a huge audience on the Internet and other social media, with panathletes from the Brazil District also participating. The follow-up lasted several weeks. A database has thus been created with reference material now available on Facebook, Instagram, Twitter and LinkedIn.*
- **Club Como** - *It was among the first clubs to promote a monthly journal in electronic format to summarise the detailed contents of convivial meetings, but also to propose meetings with leading sports figures from the area of Como and stories of past sporting events, leveraging on a cocktail of topical issues, culture and history that provides an insightful archive to all members and to anyone interested. Among the added values that made Como stand out among other first-rate electronic monthlies in Italy and elsewhere, was this year's stroke of genius of transferring all the documentation published online into a printed volume. The result is a genuine anthology of news and insights that serves as historical memory for those who have followed the electronic format and as an opportunity to retrieve that cultural knowledge for those who have not. The extensive photographic documentation is particularly valuable.*

VILLA QUEIROLO

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TV&RADIO

Club LAUSANNE

- **Club Lausanne** - *The extraordinary ability of the Club to have reports on the Club's activities published on all local information media has gathered further impetus over the past few years thanks to the "Family Games", an event that is an Olympic-key concentration of opportunities to delve into the values upheld by Panathlon International and to offer children and adults small settings where they can test their passion and skills in about forty sports disciplines. Last year, as many as 6,900 participants took part in the Games, mostly children and young people, 49% of whom were women, in line with the ground-breaking equal opportunities campaign launched by the IOC in connection with the Paris Olympic Games. The mobilisation of all kinds of mass media was immediate and unavoidable. The Award focuses on radio and television communication, with dozens of reports that are the result of skilful preparation involving press conferences and commercials to publicize the event, as well as practical demonstrations for the benefit of radio and television coverage, in the framework of an ongoing strategy based on personal relations with journalists.*

PRESS and PRINTED MEDIA

Club MINAS

- **Club Minas** - *A communication prize goes overseas again, to Uruguay. Last year the TV & Radio prize was awarded to Club Maldonado, whereas this year we have picked a young club that, for this very reason, deserves even more to win the Press and Printed Media Award. In only 5 years of activity, Club Minas has been able to get itself noticed by the regional and national mass media for its action and, in particular, for organising insightful events on Panathlon and sport themes, within a community yet to be explored. Among the debates most appreciated for their brave and topical contents, it is worth mentioning those focusing on the theme of women in sport and on the right to mobility, with access opportunities even at competitive levels. Club Minas created yet another moment of great visibility by organising the ninth national meeting of panathletes, which was an opportunity for Panathlon themes and values to obtain wide coverage in local newspapers and periodicals. We would like to think that Club Minas could gain this attention from the mass media also in the wake of last year's prize awarded to Club Maldonado - no doubt a valuable synergy for the expansion of Panathlon International in a particularly resourceful area.*

While congratulating all the Clubs that presented their work duly interpreting the spirit of the Award, we wish to inform you that the Award Ceremony will take place in Agrigento on Friday 14th June, at the opening of the Gala Dinner.

Best regards, .

The Selection Board