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PRESS RELEASE

Save the Dream Office to be part of Alessandro Del Piero's new Sporting and Cultural Centre

Turin, Italy; 21 May 2013: The International Centre for Sport Security (ICSS) today announced the opening of the Save the Dream Office at Alessandro Del Piero's new sporting and cultural centre in Turin, Italy.

Speaking at the opening of his new facility based in Turin, Alessandro Del Piero, Captain of the Save the Dream Athletes team, announced that this will host the Office of the Save the Dream programme and will play an important role in the facility.

The new multifunctional venue in the city of Turin was established with the aim of inspiring young people and encouraging future generations to take up sport. Alongside the new Save the Dream Office, the four-floor facility will also host a range of sport and cultural exhibitions, meetings and conferences linked to Del Piero's role directly, as a sports person, and indirectly, as an ambassador.

Speaking at the launch event in Turin, Alessandro Del Piero said: "The decision to create this centre stems from my desire to pass on everything that I have learnt from sport to young people around the world. I thought that art and music could be a very powerful tool to view sport through different eyes and enhance passion for it. It is the same approach I have applied to Save the Dream and my support of ADISCO, the Italian Cord Blood Donors Association. This is my way of keeping dreams alive".

As Captain of the Save the Dream Athletes team, Alessandro Del Piero will lead an initial group of 11 athletes from different sporting backgrounds and regions of the world, which will contribute to the creation of a new educational campaign to promote sports core values and sporting integrity amongst young people and aspiring athletes.

H.E. Sheikh Saoud Bin Abdulrahman Al-Thani, QOC Secretary General and Chairman of the High-Level Panel of Save the Dream, said: "QOC plays a significant role in Save the Dream, since we believe in a collective responsibility to protect sport values and strive to uphold these values, beyond borders. We have asked Alessandro to be the captain of the international team of athletes of Save the Dream, we trust his professional and personal qualities".

H.E. Sh. Nasser Bin Hamad Al-Thani, Chief New Business Officer at Ooredoo, said: "As a proud Qatari company, Ooredoo is pleased to be the technology partner for Save the Dream, as part of our wider efforts to promote international dialogue across communities through sport and cultural exchange. We believe that communications companies have a key role to play in promoting education and healthy lifestyles through sport and the effective use of new technologies, and our work with Save the Dream will help us to enrich the lives of people around the world".

Mohammed Hanzab, President of the ICSS concluded: “We applaud the decision of Alessandro Del Piero to start his centre in Turin and we share his vision that sport and the arts, combined, can achieve significant results in keeping the dreams of future generations alive. I am delighted that this facility will be hosting the first office of the ICSS overseas”

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BACKGROUND INFORMATION

About the International Centre for Sport Security (ICSS)

The ICSS is an international, not-for-profit institution that aims to help event organisers to stage safer major sporting events. The Centre's mission is to improve security, safety and integrity in sport by addressing real issues and providing world-leading services, skills, networks and knowledge.

The ICSS team brings together some of the world’s leading sport security and integrity experts and has access to a worldwide network of specialist practitioners, offering expertise in every aspect of sport security and integrity.

The ICSS is based in Doha, Qatar, an emerging centre for global sporting events including the 2006 Asian Games, the AFC Asian Cup Qatar 2011™ the 2011 Pan Arab Games and the 2022 FIFA World Cup™.

For more details please visit: www.theicss.org

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