

# **50,000 athletes in Torino for the 2013 World Masters Games**

## **A great festival of sports for athletes and enthusiasts aged from 35 to 100**

### **Economic effects for 100 million Euros**

**TORINO, 28 September 2009** – Torino will be hosting the eighth edition of the World Masters Games, the summer games for sportspeople aged from 35 to 100+ years in August 2013.

The event - called by Regione Piemonte, Provincia di Torino and Comune di Torino - will attract over 50,000 athletes and fans worldwide and will have positive consequences for economy and tourism throughout Piemonte. From 350,000 to one million presences are expected: visitors will stay from 7 to 21 days, which will determine a regional GDP increase of over 4 points. Most World Masters Games sportspeople are in the 40 to 60 years age bracket, have high disposable income and medium-to-high cultural level. A study conducted by Deloitte on the 2005 Edmonton edition quantified the attracted economic effects on the territory in excess of **100 millions of Euros**.

It is not only the economic potential to have convinced the three local authorities to organise the event. The World Masters Games confirm the **sports vocation** of the region, a vocation which had its highest expression in the 2006 Olympics. The Masters Games put the accent of many expressions of sport: by promoting and encouraging mature athletes to practice sports with the awareness that competitive sport can continue throughout life and improve **personal fitness level**.

In brief, the World Masters Games are a genuine “sports festival”. “Masters” is an age, not a sports discipline: **competitions are open to anyone from the age of 35 years** (25 for swimming and diving). There are no competition qualification requirements. Competitors simply pay an registration fee and pay their way in the host country (hotel, transports, meals). **Participants compete for themselves**, professional teams are not allowed. Individual athletes wanting to compete in a team sport can write up and teams formed by athletes of different nationality and origin belonging to the same age bracket (five year age brackets) are created.

The Torino candidature dossier contains **28 sports** which will be staged at 72 venues across all provinces of Piemonte. Only existing facilities will be used.

Until the World Masters Games 2013 Organising Committee will be established, Torino Olympic Park was asked by local authorities to prepare the candidature dossier and relate with the IMGA (International Masters Games Association) in view of the forthcoming World Masters Games which



will be held in Sydney, from 10 to 18 October 2009 and which are expected to see the participation of 30,000 athletes (approximately 2,000 from Europe). A small delegation headed by regional councillor Sergio Deorsola will be going to Australia to take over during the **Closing Ceremony on 18 October** and attend an observation programme set up by the local Organising Committee. CEIP (Centro Estero Per l'Internazionalizzazione) has planned two meetings in Melbourne and in Sydney with local tourist operators to promote Piemonte and the 2013 event.

The event is held once every four years and was previously hosted by Toronto (Canada) in 1985 with 8,300 competitors, Aarhus (Denmark) in 1989 with 5,280 competitors, Brisbane (Australia) in 1994 with 23,000 competitors, Portland (USA) in 1998 with 12,500 competitors, Melbourne (Australia) in 2002 with 25,000 competitors, Edmonton (Canada) in 2005 with 22,300 competitors. In the sector of traditional sports, the World Masters Games are second to the Olympic Games as the international event with the highest number of participants. Similar events are organised on continental, European and national levels: the European Masters Games (the next games will be staged in Lignano Sabbiadoro, Italy in 2011), the Asia-Pacific Masters Games, the Pan-American Masters Games, the category World Championships, etc.

The 15 core sports of the summer World Masters Games are: Archery, Athletics, Badminton, Basketball, Canoeing, Cycling, Football (Soccer), Field hockey, Orienteering, Rowing, Shooting, Softball, Squash, Table Tennis, Weightlifting. The Organising Committee may choose to activate up to other 15 optional sports at their discretion.

The [www.torino2013.org](http://www.torino2013.org) website will be going live during the Sydney World Masters Games: it will become the reference point for sportspeople looking for information on how to take part in the Torino World Masters Games.

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**THE HISTORY OF THE TORINO WORLD MASTER GAMES CANDIDATURE.** In February 2008, the founding partners of the “Torino Olympic Park” Foundation (Comune di Torino, Provincia di Torino and Regione Piemonte) authorised TOP to submit the candidature of the city of Torino as host city for the summer edition of the “World Masters Games” (aged from 35 to 100+) in 2013. The Games were formally assigned to Torino on 29 July 2009 when the Host City Contract was signed by IMGA and the local authorities. Regione Piemonte was represented by President Mercedes Bresso.

**WHAT IS THE IMGA?** IMGA (International Masters Games Association) promotes the World Masters Games. The association is based in Lausanne, Switzerland and affiliated to the IOC. It is a non-profit organisation governed by a board of 20 members of international sports federations. President is Danish IOC member Kay Holm.

**PREVIOUS EDITIONS.** 1985 Toronto (Canada) 8,300 competitors, 1989 Aarhus (Denmark) 5,280 competitors, 1994 Brisbane (Australia) 23,000 competitors, 1998 Portland (USA) 12,500 competitors, 2002 Melbourne (Australia) 25,000 competitors, 2005 Edmonton (Canada) 22,300 competitors, 2009 Sydney (Australia) 30,000 competitors.

The next edition of the winter World Masters Games will be held in Bled, Slovenia, in January 2010.

**SUMMER WORLD MASTERS GAMES CORE SPORTS:** Archery, Athletics, Badminton, Basketball, Canoeing, Cycling, Football (Soccer), Field hockey, Orienteering, Rowing, Shooting, Softball, Squash, Table Tennis, Weightlifting. There can be no more than 30 sports in the summer World Masters Games. The Organising Committee can add optional sports to the core sports.

**SOME NUMBERS OF THE SYDNEY EDITION:** 28 sports; 72 venues; 5,000 volunteers; 95 countries of origin of competitors; 30,000 registered competitors; approximately 2,000 European competitors; 2 100-year-old competitors; 44 Italian competitors; 40-49 the age bracket with the highest number of competitors (10,238); football is the sport with the highest number of competitors.

**MORE INFO:** [www.imga.ch](http://www.imga.ch), [www.2009worldMasterss.com](http://www.2009worldMasterss.com), [www.lignano2011.it](http://www.lignano2011.it), [www.torino2013.org](http://www.torino2013.org) (online live from mid October)

