





International event to the Gentlemen Mayors Cities and Sailing

The International Mayors Regatta is a week-long event featuring a variety of activities expected to attract public and media attention thanks to the popularity of sailing.


The highlights of the program and its objectives are:




- The International Conference **Cities and Sailing – projects and opportunities** aims at raising public awareness of the potential offered by the sport of sailing in terms of cultural and socio-economical development for – but not limited to - seaside towns. Case history about great sport sailing cities in the world



- **the match race regattas**, so that the mayors, protagonists in sailing boat, offer an example of concrete engagement, living the sport of the sail in first person.



- Objective of the partnership with **AMREF**, apart from collecting donations, is to sensitize the public opinion to the primary needs of third world countries and to stimulate reflections on the role of sailing as a possible vehicle to equilibrate life values. The AMREF project **Fetch water** resonates with sailing (www.amref.it).



- The daily **demonstration activities** of the **sailing school** target the youngest visitors in order to attract new generations to this sport and its core values.