

Comunicato Stampa

## Mitsubishi Electric takes the field at European Basketball Week 2015: a really special match

*Agrate Brianza (MB), Nov 26th 2015* – On the occasion of the European Basketball Week 2015, a basketball match definitely different from the usual was held yesterday at 14.30 at the Mediolanum Forum in Assago (MI). **EA7 Milan Emporio Armani Players played a special match alongside the athletes of Special Olympics**, the international program of sport training and athletic competition for people with intellectual disabilities, children and adults.

This event has enjoyed both viewers and players themselves. Even some guest of the press, sports enthusiast, exceptionally attending the event, as everyone has caught its first value, fostering sport as unique and unbeatable social connective.

**The Special Olympics Basketball Week 2015 is supported by Mitsubishi Electric, old partner among the most active in all Special Olympics events.**

**Elena Tagliani - Mitsubishi Electric Italian Branch Public Relation Manager - said:** *“Of course we could not but actively take part in today's event. We have also joined with enthusiasm the campaign #PlayUnified precisely because we believe in the values of sport. Initiatives like this are what allow us to make a real and tangible value to our social responsibility program, our mission all the times/since our origin”.*

The Olimpia Milano players, who competed with Special Olympics Athletes, were Bruno Cerella, Alessandro Gentile, Andrea Cianciarini, Andrea Amato e Daniele Magro. With them there was also the President of Special Olympics Italy, Maurizio Romiti, and the former Italian volleyball player Maurizia Cacciatori.

