

## PRESS RELEASE

### **Mitsubishi Electric gets into the field for the Special Olympics European Football Week 2017**

*The #PlayUnified initiative promotes a culture of respect and a future that does not look to differences but to people and inclusion*

**Agrate Brianza, May 17th, 2017 - Mitsubishi Electric Italian Branch**, a sponsor of the National Summer Games of Special Olympics, **announces its support for the 17th edition of the Special Olympics European Football Week.**

From May 27th to June 4th, about 45,000 athletes with and without intellectual disabilities coming from 50 different countries will play on field to reiterate how sport can be a powerful mean of promoting personal growth, autonomy and full integration of people with intellectual disabilities. **In Italy, the Special Olympics Football Week plans 29 events and the involvement of more than 4,000 athletes** - with and without intellectual disability. Special unified football start-ups and tournaments will also be organized with the involvement of schools and Special Olympics teams. Eleven are the Italian regions involved in a project that goes beyond any geographical and social boundaries.

On the occasion of the Special Olympics Football Week 2017, **Mitsubishi Electric Italian branch sponsored the production of 1,000 special balloons.** The balloon, made in red color, supports the #PlayUnified project for a "unified sport" that promotes a culture of respect and a future that does not look to differences but to people, and that does not talk about integration but inclusion.

"During the Special Olympics, athletes with and without intellectual disabilities, playing in the same team promote the culture of inclusion and that is why we are proud to participate with our support to this important international program," declares Elena Tagliani, Corporate Communications & Social Responsibility Manager of Mitsubishi Electric Italian branch. "The distribution of this special balloon wants to help spreading the fundamental message of inclusion and respect that Special Olympics has always been conducting."

Mitsubishi Electric has been collaborating with Special Olympics Italia since 2010. In recent years, many sponsored events have taken place and the volunteers of the company have been increasingly active and present at national and local sports events supporting special athletes, following them, encouraging them and helping them At any time of the event. This important collaboration is part of a **comprehensive program of Corporate Social Responsibility initiatives** developed by the company, which has been supporting projects for several years in different areas: protection of artistic and environmental heritage, collaboration with museum institutions, with schools and universities, contributions to associations working in the field of medical care and scientific research, childcare and parenting.

For more information on Mitsubishi Electric's Corporate Social Responsibility initiatives, visit:  
<http://responsabilitasociale.mitsubishielectric.it/it/>



### **Mitsubishi Electric**

Mitsubishi Electric, with its over 90-year experience in production, sales and marketing of electrical and electronic devices, is widely recognized as a leading company at international level. Mitsubishi Electric products and components are utilized in many fields: information technology and telecommunications, space research and satellite communication, consumer electronics, technologies for industrial application, energy, transport and building. In line with the spirit of its corporate statement "Changes for the Better" and its environmental motto "Eco Changes", Mitsubishi Electric aims at becoming a leading green company worldwide, contributing to wellness of community thanks to its technology. The company is present in 43 Countries of the world with over 135,000 employees and in the past fiscal year ended on March 31st 2017 it reached a total turnover of 4.238,6 billions of Yen (37,8 billions of USD\*). In Europe it is present since 1969 with branches in 15 Countries: Belgium, Czech Republic, France, Germany, The Netherlands, Italy, Ireland, Poland, Portugal, Russia, Spain, Sweden, United Kingdom, Turkey and Hungary. **The Italian branch**, established in 1985, operates through five commercial divisions : **Air-Conditioning** – air-conditioning for residential, commercial and industrial real estate, heating, de-humidification and air treatment; **Industrial Automation and Mechatronics** – systems and appliances for industrial automation; **Semiconductors** – electronic components; **Automotive** – systems and components for control of car and motor vehicle devices; **Transportation** – products and systems for railway transport.

For additional information please visit website : <http://it.mitsubishielectric.com/it/>

(\*rate of Exchange : 112 Yen - 1 USD. Source Tokyo Exchange Market on 31.03.2017)

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