

## Youth and Sport: Mitsubishi Electric supports inclusion with the Special Olympics

*Uniting values: the Italian office of the multi-national supports athletes with intellectual disabilities at the National **'Play The Games'** events of Special Olympics, with the goal of positioning sport as a way of creating welcoming and inclusive communities*

Milan, 5th June 2019 – Sport has a key role in developing, forming and educating young people, contributing the spread of a positive culture. After all the Olympic ideal was born to promote the meeting between people and cultures, in a spirit of mutual respect. Sports are also a way of preventing discrimination and marginalisation, as well as developing solidarity and community wellbeing.

Mitsubishi Electric's care for society and its needs, brought in 2010 the Italian Branch of the Company to embrace the mission of [Special Olympics Italia](#) – an International training and athletics competition programme for youths and adults with intellectual disabilities – supporting several activities and sporting events. Among the latest were the Abu Dhabi **Special Olympics World Games** in March 2019, which saw a delegation of Italian athletes, **some of whom were supported by Mitsubishi Electric Italian Branch** through the campaign “Adopt a Champion”.

The athletes came home with a rich bounty of medals, following years of training and efforts: one gold, three silver and one bronze. However, the most extraordinary result was how the girls and boys became aware of their potential, shared their success and most of all felt respected as individuals.

**The Olympic torch remains lit with 'Play The Games'**

The Special Olympics adventure doesn't stop here and becomes

a road show with **'Play The Games'**, a long, articulated calendar of regional events throughout Italy involving around 3,000 athletes competing in 16 sports until the beginning of July. **Mitsubishi's employees will attend some of the dates to support the athletes and will help them prepare for competition by spending time and sharing their enthusiasm through volunteer activities.**

In the recent **Lodi (nr. Milan)** leg of Play The Games, 22 badminton players and 140 track and field athletes competed in front of the local authorities and Mitsubishi Electric's managers, among whom the President of the Italian branch, Tomoyuki Sugai.

“Special Olympics is an activity we feel strongly about in our company, as it allows us to show local communities how sport is an effective way to come together, share and value diversity in all its forms”, said **Elena Tagliani**, Corporate Communications & Social Responsibility Manager at Mitsubishi Electric. “Local territories are involved with the support of local institutions, associations, schools, citizens and companies such as ours, which set the bases for a more inclusive society, through these partnerships”.

Over the next weeks, Mitsubishi Electric will continue to support the **Play The Games** athletes in coming competitions. Events are scheduled in **Cuneo on 7-9 June** with specialities such as bowling and swimming, in **Rome on 14-16 June** with swimming competitions and in **Mestre on 15-16 June** with artistic gymnastics and swimming; these are locations where Mitsubishi Electric is present with its offices and aims to have a special relationship with the local communities.

The collaboration with Special Olympics is part of a wide programme of **Corporate Social Responsibility** initiatives put in place by the Italian branch of Mitsubishi Electric, which has been supporting in recent years projects in several other

fields: artistic and environmental heritage conservation, museums, schools and universities partnerships, healthcare and scientific research organizations contributions, as well as child and parenting support.

### **Mitsubishi Electric**

Mitsubishi Electric, with nearly 100 years of 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. With over 142,000 employees in the world, Mitsubishi Electric in the past fiscal year ended on March 31st 2019 reached a total turnover of 4,519.9 billion Yen (40.7 billion USD\*). In Europe it is present since 1969 with branches in 18 Countries: Belgium, Czech Republic, France, Germany, Hungary, Ireland, Italy, The Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Slovakia, Sweden, Turkey and United Kingdom. The Italian branch, established in 1985, operates through 5 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; **Transport** – products and systems for railway transport.

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*(\*rate of Exchange : 111 Yen - 1 USD. Source Tokyo Exchange Market on 31.03.2019)*

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