

Social citizenship: Mitsubishi Electric and Dianova to run the Milan Marathon together

A new sports and solidarity challenge brings together the two companies in order to raise money for social reintegration projects.

Milan, April 2nd 2019 – A special day to achieve an important goal: the **social reintegration** for many young people with addictions and social disadvantage issues.

On Sunday 7 April, Dianova and Mitsubishi Electric will join the charity relay race of the Milan Marathon, one of the most important sports events of the city, to raise money for charity project “*E dopo di noi... Un ponte verso l'autonomia*” (After us ... A bridge towards autonomy).

This campaign started in 2018 and aims to fulfil different projects and activities such as **vocational training laboratories, internships and creating new infrastructures.**

For the third consecutive year Mitsubishi Electric will support Dianova in the **Charity Program** of the Marathon, creating a link between social responsibility and sharing company values with its employees, who will be actively involved in the event by running in four different relays.

This way Mitsubishi Electric contributes to highlight a crucial social issue which, ironically, is often ignored. A problem concerning adults as well as the younger generations and that is hard to approach both at work and in social life.

“We are proud to take an active role in the Milan Marathon and we fully share its spirit and philosophy, as well as the

ability to involve wide communities. For Mitsubishi Electric, commitment to developing the territory and helping people who live there, is a priority. Moreover we believe that initiatives such as Dianova's have a key role in giving young people new prospects and real opportunities", claims Elena Tagliani, Mitsubishi Electric's Corporate Communications and Social Responsibility Manager.

Dianova, will give **240 runners** this year the opportunity to run in this important initiative, combining sport and corporate citizenship. Olympian **Antonio Rossi** has been the testimonial of this not-for-profit organization, since the first edition.

"Sport plays an important role in young people's lives, its educational value translates into commitment, team spirit and achieving new goals, in addition to being a source of freedom", says **Antonio Rossi**. "For this reason I'm proud to support the work of Dianova which, with the contribution of Mitsubishi Electric, is working to ensure a better future for many young people who can now regain self-confidence and hope".











Mitsubishi Electric

Mitsubishi Electric, With nearly 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global,

leading green company, enriching society with technology. The company recorded consolidated group sales of 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion*) in the fiscal year ended March 31, 2018.

For more information visit:

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.

For additional information please visit website :

<http://it.mitsubishielectric.com/en/>

*At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018

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Dianova Onlus

Dianova Onlus has been working in Italy for the past 30 years addressing the social problem of substance abuse, drugs and alcohol, with the goal of helping many young people with histories of suffering and hardship to find their place in society. Dianova operates mainly through five therapeutic communities throughout the Italian territory, which jointly house up to 167 people. Since 2013, Dianova has set up “La Villa”, a home in Palombara Sabina, in the province of Rome, that can house up to 16 minors/adolescents who are living in situations of social hardship, also coming from juvenile delinquency institutions, as well as unaccompanied foreign minors. Dianova Italia is part of Dianova International, a network operating in four continents (America, Asia, Africa and Europe), an official member of UNESCO with “Counsel Statute”. The organizations that are part of it have the common goal of promoting people’s and communities’ autonomy, health and quality of life.

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