

press release

Waste sorting at Mugello GP helps raise 5,000 euro in favour of Fondazione Ospedale Pediatrico Meyer of Florence

Finalized one of the social initiatives launched within KiSS Mugello-Keep it Shiny and Sustainable. Directly involved the leading Italian National Consortia for the recovery and recycling of packaging. Funds delivered yesterday in Florence

Scarperia and San Piero (Florence), July 19th, 2017 - Yesterday in Florence the leading **Italian National Consortia for the recycling and recovery of packaging** made a **5,000 euro donation** to the **Fondazione Ospedale Pediatrico Meyer of Florence**. The donation originates from the **separate waste collection activity** carried out by fans and spectators at **KiSS Mugello-Keep it Shiny and Sustainable**, the environmental and social sustainability programme of **Mugello Circuit** that took place at the latest **Italian World Motorcycling Championship Grand Prix** in June.

The Italian Consortia **CiAl** (aluminum), **Comieco** (paper and cardboard), **Corepla** (plastic), **CoReVe** (glass) and **Ricrea** (steel) have played a big role as institutional partners of KiSS Mugello. The fundraising initiative in favour of the Fondazione Ospedale Pediatrico Meyer of Florence has been connected with the separate waste collection activity at Mugello GP.

Each of the consortia donated 1,000 euro. The funds raised have been delivered yesterday, July 18th, in the hands of **Gianpaolo Donzelli**, President of the Fondazione Ospedale Pediatrico Meyer, **Alessandro Benedetti**, Secretary General of the Fondazione Ospedale Pediatrico Meyer, **Alberto Zanobini**, Director of the Ospedale Pediatrico Meyer, in the presence of **Paolo Poli**, Managing Director at Mugello Circuit, and **Luca Guzzabocca**, General Manager at Right Hub (the Italian company in charge of coordinating and managing KiSS Mugello programme). The Italian National Consortia were represented by, respectively: **Claudia Rossi**, Territory Communication Manager at Comieco, **Massimo Di Molfetta**, Responsible for Relations with the Territory at Corepla, and **Roccandrea Iascone**, Communication Manager at Ricrea.

The funds raised are meant to support the project named **“Support for Healthcare Activity”**, with main regard to the **purchase of special equipments** contributing to keep the Meyer Hospital’s technological standards at the highest levels.

Gianpaolo Donzelli, President of the Fondazione Ospedale Pediatrico Meyer, said: « *We thank KiSS Mugello for renewing his commitment to the Fondazione. Combining the attention to the environment and our pediatric hospital means educating to awareness and promoting health: taking care of the environment means taking care of the health, and especially of children*».

Paolo Poli, Managing Director at Mugello Circuit, said: «*Our presence attests the closeness and the attention of the Mugello Circuit and our partners to the initiatives of the Fondazione Ospedale Pediatrico Meyer of Florence. With KiSS Mugello we wrote a new page in the motorsport world: we bet on the importance of raising awareness on sustainability among spectators of the Italian Grand Prix, leveraging the passion for motorcycling to increase the passion for environmental and social sustainability, achieving meaningful results. Along with satisfaction for the achievements, we want to reaffirm our support to the Fondazione to*

improve the quality of the hospitality for children and their families inside the Ospedale Pediatrico Meyer, an Italian excellence in the world».

Luca Guzzabocca, General Manager at Right Hub, said: «As coordinators of the KiSS Mugello programme, we are proud of combining the improved environmental impact of the MotoGP Grand Prix of Mugello with a fundraising activity in favour of the Fondazione Ospedale Pediatrico Meyer».

There is a **long-established relationship** between KiSS Mugello and the Meyer Hospital. Last year fans and spectators at Mugello Circuit had the chance to support Meyer Foundation of Florence by buying the T-shirts "Yellow+Blue=Green" kindly offered by da **VR|46** and **Yamaha Motor Racing**.

In addition to waste sorting, and according to **circular economy** principles and teachings (turning waste into resources), at KiSS Mugello 2017 the **collection of food surplus** debuted in the perspective of the fight against food waste. The collection has been carried out in cooperation with **Mugello Circuit, QUI Foundation, Emporio della Solidarietà**, and the **City of Scarperia and San Piero**. As a result, about **400 meals** were donated to a couple of local non profit organizations, **Villaggio San Francesco** and the **Caritas of Florence**.

THE «KISS» NETWORK

KiSS Mugello is promoted by **Mugello Circuit, FMI (Italian Motorcycling Federation)** and **FIM (International Motorcycling Federation)**, **Dorna** (the Spanish company holding the rights for the World Motorcycling Championship) and **IRTA (The International Road Racing Teams Association)**.

Teams Supporters: Ducati Team, Gresini Racing, LCR Honda Team, Peugeot Motorcycles Saxoprint, Reale Avintia Racing, Speed Up Racing, Team Suzuki Ecstar, Tech3 Racing, Yamaha Motor Racing.

Supporting companies: CWS-boco Italia, Dyson Italia, Graniti Fiandre, Lyreco Italia, Nexive, Omal, Toyota Material Handling Italia.

Institutional partners: CiAl (aluminum), Comieco (paper and cardboard), Corepla (plastic), CoReVe (glass), Ricrea (steel).

Technical partners: Airbank, Alia Servizi Ambientali, Cartonspecialist (Biopap®), Eco.Energia (Olly®), Grafinvest Ecotipografia, Cooperativa L'Orologio, VAN4YOU Van Rental.

Non profit partners: QUI Foundation (supported by QUI! Group company), Emporio della Solidarietà, Fondazione Ospedale Pediatrico Meyer of Florence.

KiSS Mugello is under the management and coordination of **Right Hub**, an Italian start-up (a Certified **B Corporation**®) specialized in environmental and social sustainability projects.

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