

PRESS RELEASE

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Milan Bergamo Airport is sponsoring the **BGY - Atalanta Official Airport** partnership project which sees the Atalanta Bergamasca Calcio football club and Bergamo Airport reciprocally share and support their brands and associated images. Atalanta has chosen to entrust its dreams and ambitions to Milan Bergamo Airport, which offers flights to destinations throughout Europe and is a symbol of the disposition for internationalisation which is typical of the best representatives of the Bergamo area. To seal the partnership, Atalanta Bergamasca Calcio has created a dedicated entrance to the UBI Gold stand marked by barcodes on the walls identifying the airport's IATA code and a corridor for fast track access.

"Atalanta loves the airport, just as the airport supports Atalanta". These are the words of Roberto Bruni, President of SACBO, on the occasion of the presentation of the project, which saw the participation of Antonio and Luca Percassi, respectively President and CEO of Atalanta Bergamasca Calcio, and Emilio Bellingardi, Director General of SACBO.

"We have created a form of collaboration with Atalanta Bergamasca Calcio, in light of the fame and appreciation that the team enjoys in terms of sporting values and the tradition that it is known for - stated Roberto Bruni -, features that help to better identify the function and role of our airport within the Bergamo area".

"We share a propensity for teamwork, respect for rules and synchronicity - added Emilio Bellingardi. - In the airport and on the football pitch, the commitment made must be combined with constant preparation. We see in this relationship a sharing of values and a long-term vision for the guaranteeing of the conditions in which to best express our capacities".

"In recent years, Atalanta has received strong consensus on a national and international level - stated Antonio Percassi, President of Atalanta B.C. - expressions of respect which have also been received from the most important organisations in our area, including Milan Bergamo Airport, which is once again part of the world of Atalanta. It is very important for us to be able to share values, traditions and goals".

"It is with great mutual satisfaction that Atalanta and Milan Bergamo Airport are once again collaborating. For our club - stated Luca Percassi, CEO of Atalanta B.C. - it is an extremely valuable partnership with another very important Bergamo-based organisation, a further motive to be proud and to grow".

