



PRESS RELEASE

Misano shows the generous nature of motorcycling

A charity auction in favour of population hit by the earthquake in Central Italy, with funds to be deposited in a dedicated bank account opened by Regione Emilia-Romagna. Teams and riders will donate items. Also street artworks autographed by riders on auction.

The auction is part of *KiSS Misano-Keep it Shiny and Sustainable*, the programme aiming to raise awareness about social and environmental sustainability

Misano Adriatico (RN), September 7, 2016 – Tangible solidarity initiatives in favour of population hit by the recent earthquake in Central Italy will be among the most meaningful moments of **KiSS Misano-Keep it Shiny and Sustainable**, the programme aiming to foster social and environmental sustainability practices that **Misano World Circuit** promotes for the first time during the **Gran Premio TIM San Marino e Riviera di Rimini** (10th edition), 13th round of the 2016 World Motorcycling Championship due to be held on **September 9-11** at the circuit named after **Marco Simoncelli**.

RIDERS' ITEMS AND STREET ARTWORKS AUTOGRAPHED ON AUCTION

During the race week-end, Teams and riders will be invited to **donate and sign items** that will be auctioned on **CharityStars online platform** (www.charitystars.com/kissmisano2016) from Monday, September 12, for a 15 days period. For that purpose, on Thursday, September 8, a meeting with the Teams will be organized to officially display the items. Also **six street art works** will be auctioned: they will be made by diverse **writers**, and **autographed by the riders** gaining the podium at the Grand Prix (in MotoGP, Moto2 and Moto3 categories), in cooperation with 7 riders (Dovizioso, Iannone, Petrucci, Marini, Bastianini, Bulega e Migno) during the official MotoGP pre-event "*Vieni oltre nella Riders' Land – La MotoGP raccontata con la street art*" on **Thursday, September 8**, in Rimini, Piazza Cavour, organized together with **Sky Sport MotoGP**. Moreover, two **motorcycle fairings** signed by **Laurina Paperina** with which the **Sky VR46 Team's** riders will race at the Grand Prix, the official **posters** of Gran Premio TIM San Marino e Riviera di Rimini autographed by the riders of The Riders' Land and additional **KiSS Misano** items.

Furthermore **Yamaha Motor Racing and Yamaha Motor Europe** – Italy Subsidiary will join the charity auction giving the two bikes windshields of YZR-M1 2016 #46 and #99 signed by **Valentino Rossi and Jorge Lorenzo**, as well as the **astonishing road bike YZF-R1 2016 "Movistar Yamaha MotoGP 2016 #46"** livery replica with **KiSS Misano** sticker, signed by **Valentino Rossi**.

The funds raised through the auction was initially thought in favour of **Marco Simoncelli Foundation** and **Associazione Papa Giovanni XXIII**, but the two non profit organizations with extreme sensitivity declined so that the funds are now in favour of population hit by the deadly **earthquake in Central Italy**. In particular, the funds raised will be deposited in a **dedicated bank account specifically opened by Regione Emilia-Romagna and assigned to Emilia-Romagna's Civil Protection**.

OTHER SOCIAL INITIATIVES

KiSS Misano includes further social initiatives. **CWS-boco Italia** (KiSS Misano supporter) will donate to the Marco Simoncelli Foundation **500 T-shirt with a «58» special graphics created by Drudi Performance** (Aldo Drudi is the designer who creates the famous graphics showed on Valentino Rossi's helmet) for fundraising initiatives.

On **Thursday, September 8** (5:30 - 6:30 p.m.), a **Pit Walk**, a special **walk for solidarity**, will take place on the track of Misano World Circuit, with **local non profit associations** having the chance to walk along the pit lane and visit the boxes of the teams.

In favour of local non profit associations again, from some hospitalities the **food surplus will be collected and donated**, also to remember the importance of **fighting against food waste**.

Another non profit organization, the **Italian social enterprise Palm Design**, will supply the **eco-sustainable furnitures** (PEFC and FSC certified) for the KiSS Misano info-desk in the paddock.

SUSTAINABLE MOBILITY AND ACCESSIBILITY, MISANO WORLD CIRCUIT'S FLAGSHIPS

«It's the first time for KiSS Misano – **Andrea Albani, Managing Director at Misano World Circuit**, said at the press conference that introduced Gran Premio TIM San Marino e Riviera di Rimini 2016 –, we care a lot about it and we'll continue over the next years. We're going to illustrate our experience with KiSS Misano at a couple of forthcoming events on sustainability, **Ecomondo** (Rimini Fiera, November 8-11) and **Salone della CSR e dell'Innovazione Sociale** (Bocconi University in Milan, October 4-5 ottobre)».

KiSS Misano programme is grounded on the big efforts made by Misano World Circuit on sustainability over the last years. As an example, you can take the results achieved in terms of **sustainable mobility and accessibility** for persons with disabilities.

The **traffic management plan**, especially concerning traffic inflows and outflows (152,000 people in 2015), has been expanded in 2016 and it now covers a **100 km circle area** around the circuit, with the indication of specific routes depending on the ticket you own. A detailed communication plan has been prepared to invite spectators and fans to come to the circuit by using **public means of transportation, car pooling, bicycles**, also with the chance to benefit from incentives and facilitations with regard to **trains, shuttle bus, taxi**.

Misano World Circuit in the last years made a big effort to facilitate **access for persons with disabilities**. In particular, close to the circuit accesses you can find **disabled-accessible car parking** spaces, with the indication of **facilitated itineraries** to access grandstands and meadows.

Moreover, at Misano World Circuit recently took place the **first motorcycling event in Italy to obtain the "sustainable event" certification** according to the new ISO 20121 sustainability standard (World Ducati Week, July 1-3, 2016).

WASTE SORTING, EVERYBODY'S COMMITMENT

One of the main messages of KiSS Misano is **"keep it shiny"** with regard to the environment, first of all through correct waste sorting practices. **Sorted waste collection points (organic, glass, plastic, aluminum, paper and cardboards)** will be organized across the circuit, also in the paddock area and the hospitalities. Spectators are invited to bring their own **used batteries**, too: they will find at KiSS Misano info-desk in the paddock some 1,500 little cardboard boxes for used batteries collection, kindly offered by **ERP Italia** (KiSS Misano supporter). At the info-desk, **"sticky notes KiSS Misano"** will be also distributed, kindly offered by **Lyreco Italia** (KiSS Misano supporter). **Cooking oil collection** service will be provided in the paddock area and the hospitalities, thanks to **Eco.energia** and its «OLLY» programme, which makes use of the oil to produce renewable energy.

A "SOCIAL" GRAND PRIX

You can join and share KiSS Misano on the **social network**. A dedicated Twitter account **@KiSSMisano** has been launched. To post text/pictures/videos around sustainability, the official hashtag is **#kissmisano**, to be used together with the other official hashtags of Gran Premio TIM San Marino e Riviera di Rimini: **#sanmarinoGP, #impossibileonesserci, #theridersland**.

VALENTINO AND THE RIDERS OF "THE RIDERS' LAND" SUPPORT KISS MISANO

KiSS Misano-Keep it Shiny and Sustainable is promoted by **Misano World Circuit** and **FIM (International Motorcycling Federation)**, in cooperation with **Dorna** (the Spanish company holding the rights for the World Motorcycling Championship) and **IRTA (The International Road Racing Teams Association)**. Misano World Circuit gave permission for the coordination and management of the programme to **Right Hub** (a certified BCorp). Together with **Valentino Rossi, Environmental Ambassador** for FIM, the group of **Italian riders born in "The Riders' Land"**, namely Emilia-Romagna (from MotoGP, Moto2 and Moto3 categories), are committed to support KiSS Misano: **Andrea Dovizioso, Luca Marini, Mattia Pasini, Enea Bastianini, Nicolò Bulega, Andrea Migno, Niccolò Antonelli**.

KiSS Misano is being made possible thanks to a number of supporting companies committed to sustainability: **CWS-boco Italia, ERP Italia, Lyreco Italia, Yamaha Motor Racing**.

The Gran Premio TIM San Marino e Riviera di Rimini 2016 is promoted by Misano World Circuit, Regione Emilia-Romagna, Provincia di Rimini and Repubblica di San Marino, in collaboration with Via Emilia - Motor Valley, Por Fesr Emilia-Romagna (Programma operativo regionale dell'Emilia-Romagna - Fondo Europeo di Sviluppo Regionale).

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KISS Misano

Keep it Shiny & Sustainable



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