



**Torino2013**  
World Masters Games



# Sport for life, sport for all.



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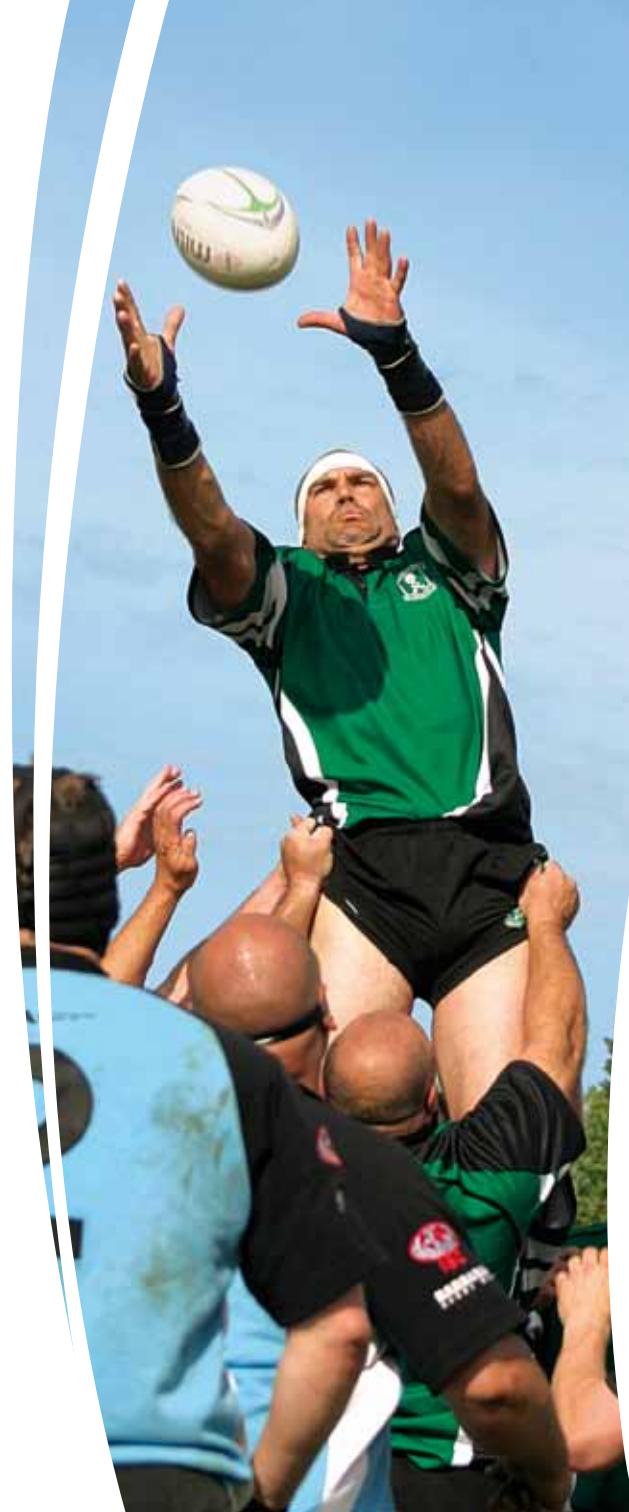
## Torino2013 World Masters Games

[www.torino2013wmg.org](http://www.torino2013wmg.org)

### Sport at all ages

The World Masters Games is a sporting event that brings together tens of thousands of athletes and their teams from all over the world every four years.

Its organising body, the International Masters Games Association, (IMGA), is recognised by the International Olympic Committee and fosters the “sport for everybody” philosophy of the Olympic Charter. Through the World Masters Games, the IMGA promotes the practice of sport among the more mature in the awareness that competitive sports can be engaged in, to the great benefit of health, no matter what the age of the competitors.



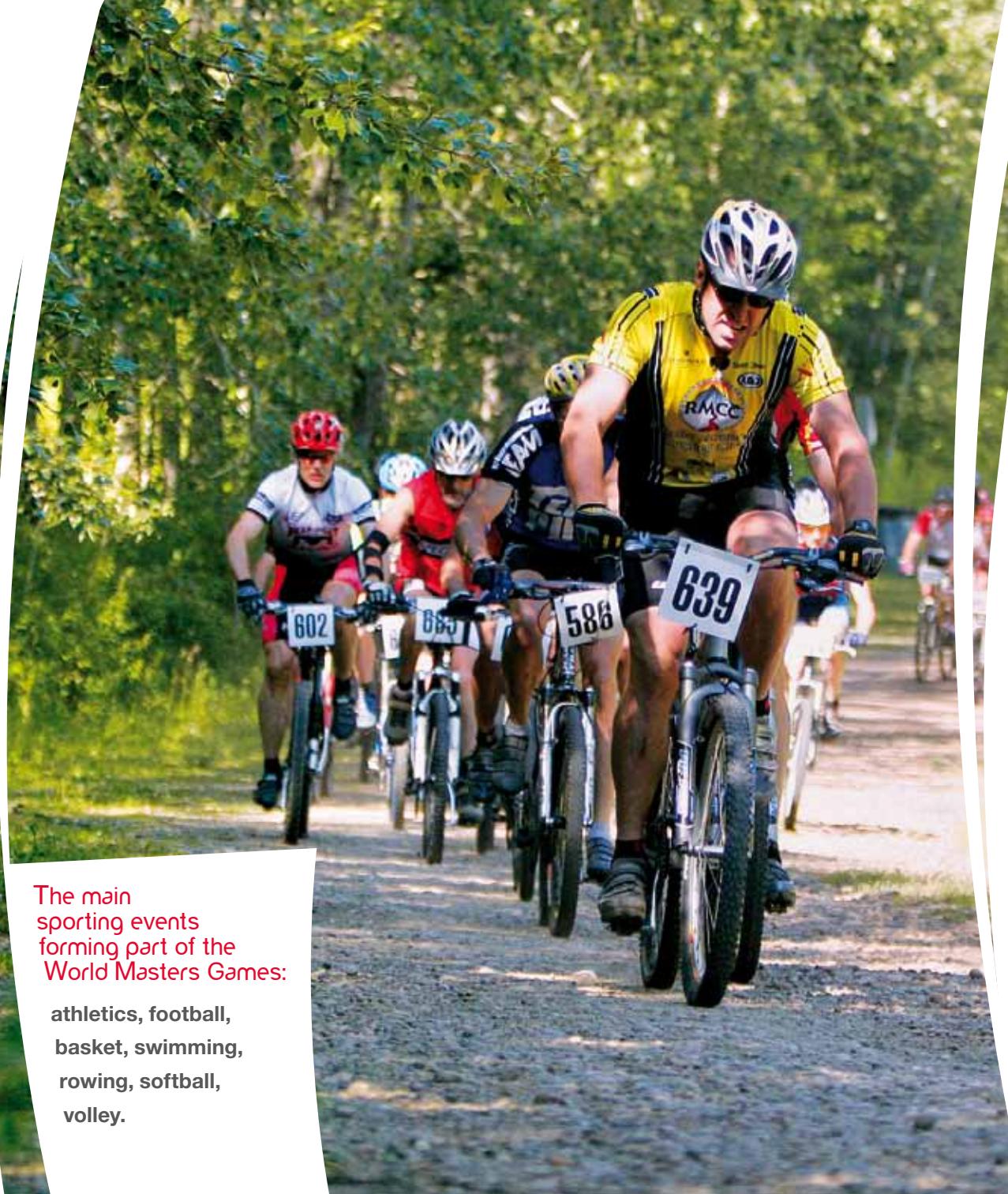
### A celebration for everybody

The World Masters Games is a sort of Olympic Games dedicated to master athletes and involving 4 times the number of participants: men and women of mature age who engage with one another in numerous sporting events, from athletics to football, from basketball to archery, to mention just a few. The athletes share a love of sport and physical fitness. Anyone can enter and everyone competes for him or herself alone. It is not a competition among nations but among people, although teams may be formed with athletes of different nationalities. Competitions are numerous and fascinating. As many as 30 sports are scheduled, split between principal and optional. The latter include, for example, tennis, golf and futsal.

## An overwhelming success

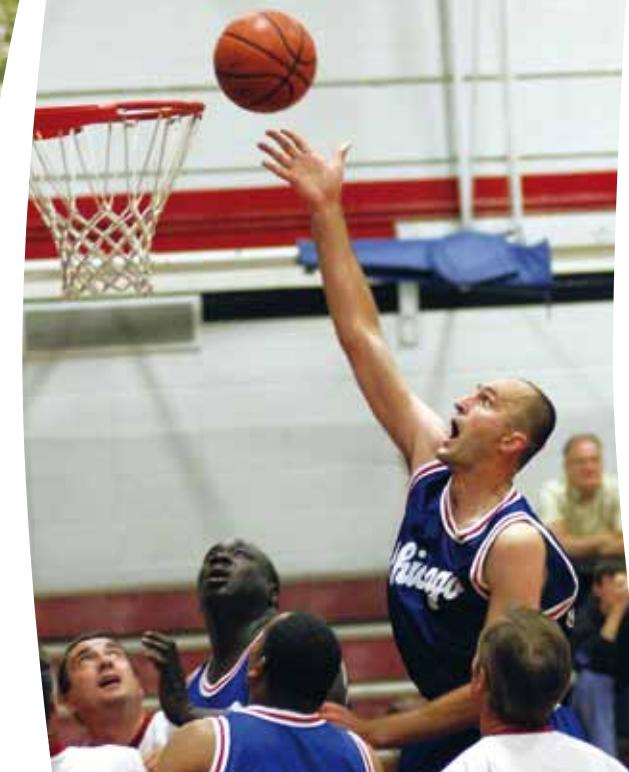
The first World Masters Games took place in Toronto in 1985, and Toronto was followed by Copenhagen, Brisbane, Portland, Melbourne and Edmonton. In 2009 the Games took place in Sydney and in 2013 they will be held in Torino, Piedmont, the region that hosted the XX Winter Olympics in 2006.

The success of this event has been unstoppable and today it can only be described as overwhelming. In the first edition the number of athletes registered came to 8,300, in the last the total was about 28,000. In Torino, in 2013, it is anticipated that the event, a synonym for entertainment and wellbeing, will attract even more participants.



**The main sporting events forming part of the World Masters Games:**

**athletics, football, basket, swimming, rowing, softball, volley.**



## Rendezvous in 2013

With their leading edge sports installations, a tried and tested capacity for organisation and splendid natural landscapes, Torino, the Province of Torino and Piedmont will play hosts to the World Masters Games in August 2013. This festival of sport will involve athletes, the public and the territory as a whole. For participants, as for their teams, these Games will provide an opportunity to discover and re-discover a territory that is quite unique and that owes its international renown to an incredible variety of high quality features, to be experienced and enjoyed to the full.

## The Torino experience involves all your senses

**T**orino wins you over at first glance: from its 18 km of arcades, its squares, churches, Baroque palaces and buildings marking its status as the first capital of United Italy, to the series of Royal Residences named World Heritage sites by Unesco.

Torino satisfies everyone's passion for art and culture. The shows, the temporary and permanent exhibitions housed at the Modern Art Gallery and at Rivoli Castle or at the private Foundations and galleries make it one of the capitals of contemporary art. And to these should be added a massive system of more than 40 museums, outstanding among which are the National Film Museum, the Egyptian Museum, second only to Cairo, and the new Museum of Oriental Art.



Then again, Torino is a delight to the palate with its extraordinary wines and dishes from its renowned gastronomic tradition. Among its specialities the leading place goes to chocolate to be savoured in the splendid rooms of the city's historic cafés, ideal venues for sampling pralines, cremini and gianduiotti, not to mention the "Bicerin", the traditional chocolate-based drink.

In Torino nature surrounds you in the form of huge parks (more than 18 million square metres of greenery), tree-lined boulevards, and the banks of the Po and of the other rivers that traverse the city and on the gentle slopes of the hills, a stone's throw from the city centre, which mellow the landscape and contrast with the extraordinary backdrop of the Alps.



Sport is all around you in Torino. It is not only the city of Juventus and Torino football clubs, it was also the cradle of many Italian sports such as rowing, fencing, field athletics, cycling and gymnastics. Torino hosted the 2006 Winter Olympics and many other great international sporting events including fencing, rhythmic gymnastics, short track, artistic skating, baseball, basketball and athletics, and will host the Figure Skating Championships 2010.

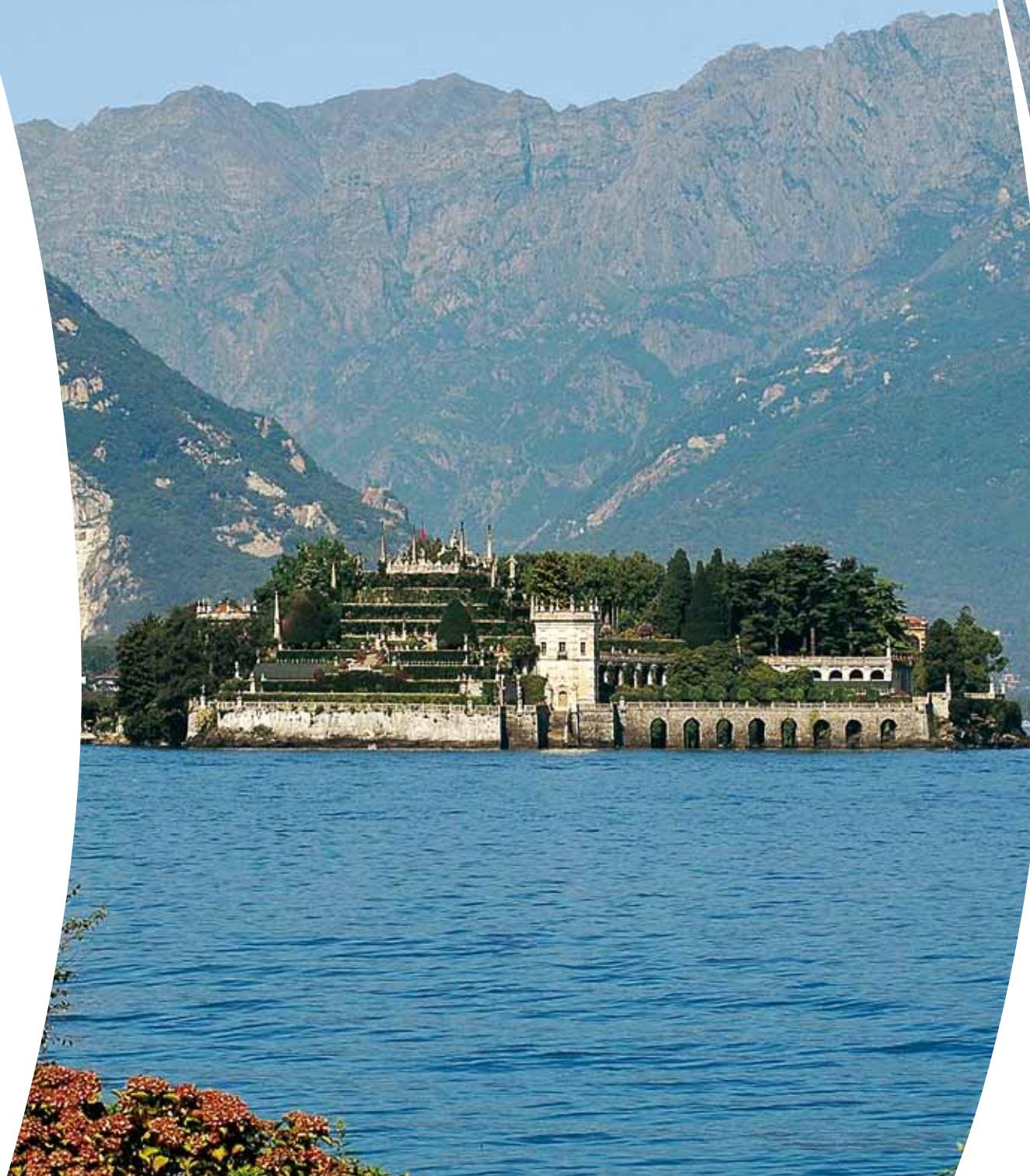


Finally, Torino moves to the sounds and rhythms of the latest musical trends. Entire areas of the city have been reborn to offer thousands of opportunities to meet, dance or just hang around late, like the Roman Quadrilateral, a historic centre of age-old charm with its invasion of bars, art galleries, wineries, restaurants and boutiques open till late, or the Borgo Dora district, multiethnic heart of the city, at night-time more and more home to creativity and the *movida*. And finally the Murazzi, the arcades that line the Po: these were once a shelter for boats, now in summer they come to life with dozens of bars and restaurants where you can drink, dance or just listen to music by the river.

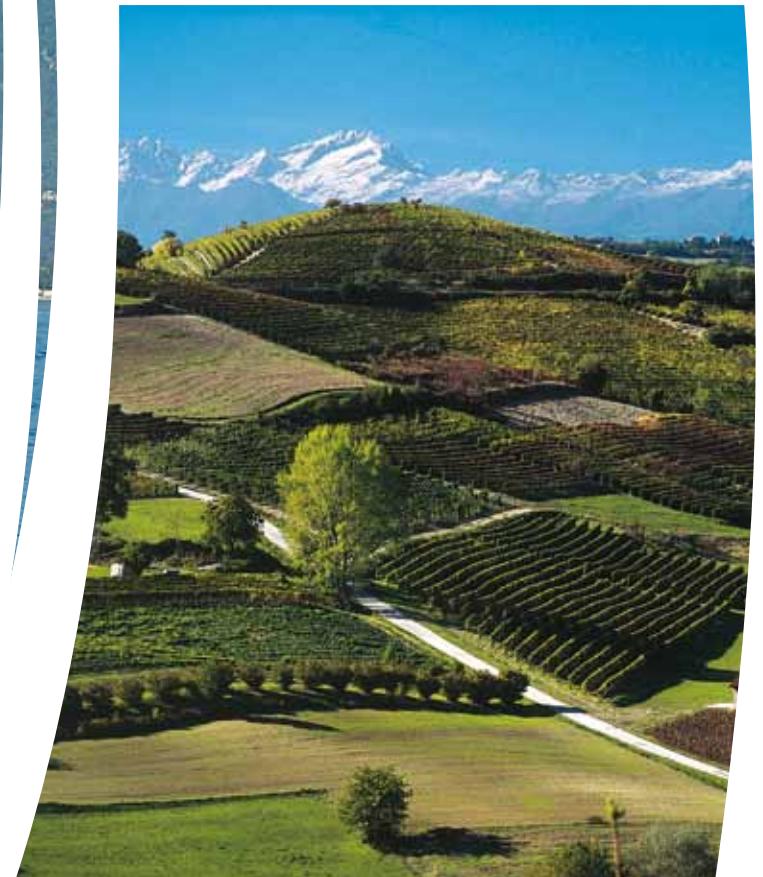
## In Piedmont all roads lead to beauty

**S**tart your journey and select the road you prefer to find out about and appreciate all the beauty of this region. You can take the road of **history**, which will lead you to fortresses, castles and abbeys that have seen the transit of merchants and pilgrims, of Hannibal and Napoleon. A journey that continues in the splendour of the Savoy Residences, twelve architectural gems that Unesco has declared to be World Heritage sites.

Or else you can try the road of **taste**, and investigate a heritage of unique food flavours, tastes and traditions that include the white truffle of Alba, fine wines - Barolo, Barbaresco, Barbera, Asti Spumante - rice, cheeses and an age-old tradition of artisan chocolate.

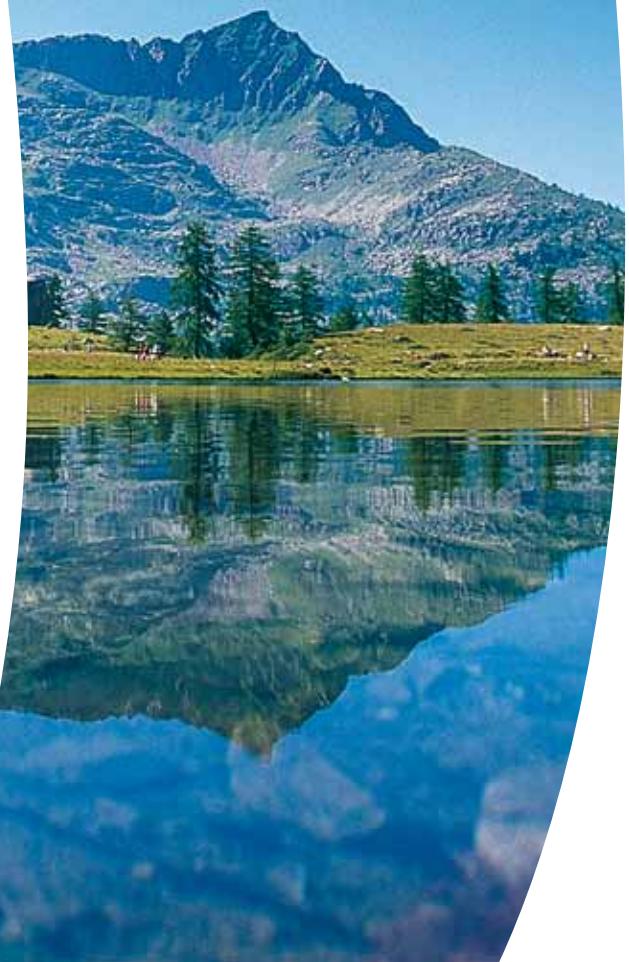


Or indulge in **culture** and you will come across towns and villages of great tradition where the wealth of folklore typical of Piedmont mingles with shows, fairs, events and spectacles of all kinds.



Or, finally, choose the road of **nature** and you will find yourself immersed in the heart of an environmental heritage that spreads from the Alps to the Apennines and that will lead you from the peace of the lakes to the Po valley, from the National Park of the Gran Paradiso to the magic of the Langhe. And, of course, this road continues into the unforgettable all-season mountains with their two thousand kilometres of ski slopes for lovers of winter sports which become a trekking paradise in summer.

In a word, choose the road you prefer. Or better still, try them all and discover a region that is rich in resources which led to its selection for the demanding but exciting role as hosts to the XX Winter Olympics Games in 2006. These are the aspects of Piedmont that it is worth while finding out about. Experience them and relish what they have to offer. Enjoy your trip to Piedmont!



### For further information

[www.torino2013wmg.org](http://www.torino2013wmg.org) - [info@torino2013wmg.org](mailto:info@torino2013wmg.org)

[www.torinopiemonte.com](http://www.torinopiemonte.com)

[www.torinoplus.it](http://www.torinoplus.it)

[www.turismotorino.org](http://www.turismotorino.org)

### Photographic material

Regione Piemonte Archive

City of Torino Archive



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