



KICK-OFF MEETING: PROJECT LAUNCH

Press release

The launch of the project SPOROTHERITAGE (www.sportheritage.eu) will take place on Saturday 2 and Sunday 3 March 2019, in Ascoli Piceno (Italy), through the transnational kick-off Meeting. The project, co-funded by the Erasmus+ Programme of the European Union has been conceived and promoted by an international partnership led by the Polisportiva AntropoSport ASD from Italy and having as members the Running Development Centre Trail Running Croatia, the Municipality of Fyli from Greece and the Academy of Business and Health Sciences Wyższa Szkoła Biznesu i Nauk o Zdrowiu of Łódź from Poland.

The project, building upon the years-long experience in the field of the Partner Organizations, aims at the identification and exchange of good practices, for the development of skills in and through sport, based on valuable original synergies and interactions between sport/physical activity and cultural, spiritual, natural heritage, at local, national and European level.

The benefits associated to the regular practice of physical activity are well known. The movement helps to fight hypertension, to control cholesterol and blood sugar levels, to reduce excess fat and provides countless other benefits to physical well-being. Even for what concerns the psychic well-being, the movement increases the endorphins and allows to "discharge" hormones such as adrenaline, noradrenaline and dopamine under stressful condition.

The guiding idea of the SPOROTHERITAGE project, then, is to stimulate physical activity, even to the benefit of the most inactive ones, by trying to make it pleasant, fun and engaging for everyone, through activities that may increase the interest and motivation of participants, maximizing their will and desire to commit and using, for this purpose, the cultural, natural and spiritual heritage as a means of achieving all the mentioned objectives.

The Partner Organizations will give life, over two years, to the so-called "Olympic Games of Skills in Stages" as exchange of experiences, research, surveys, field activities and good practices, of which the kick-off meeting of 2 and 3 March is the first appointment; during this meeting delegates of the aforementioned Partner organizations will be engaged in seminars, lectures, debates, works conducted by international trainers and experiences professionals, members of the project team.

The appreciation and acknowledgement by the Erasmus+ Programme and the Education, Audiovisual and Culture Executive Agency (EACEA) of the SPOROTHERITAGE project, selected for funding, among the several hundreds submitted, besides confirming the goodness of what has long been pursued by the Applicant Polisportiva AntropoSport along with the other Partner Organizations, represents an opportunity for significant visibility and promotion for the cities





involved and their neighboring territories, thanks to the implemented activities over two years of implementation.

