



GESAC and Napoli Basket: joining forces to build a more inclusive and sustainable future through sports in Naples.

"Fly Basket" initiative takes off, bringing sports and social inclusion to airport-adjacent neighborhoods.

New playground inaugurated today at Rodari-Moscati school in Miano.

Naples, January 29, 2025 – GESAC and Napoli Basket, in partnership with Municipality VII, unveiled this morning the newly renovated playground at Moscati-D'Acquisto School in Miano.

The initiative stems from a shared desire to implement sports practice among new generations, bringing them closer to the world of basketball and offering them concrete opportunities for growth and community engagement.

The basketball facility marks the first step in the broader "Fly Basket" project, which will include further initiatives in the Secondigliano and San Pietro a Patierno districts, aimed at promoting sports as a tool for growth and inclusion in neighborhoods surrounding the airport.

To promote the positive values of sports, the project also includes meet-and-greet sessions with players and coach, along with opportunities to experience Napoli Basket's home games live in action.

The inauguration event was attended by the President of the VII Municipality, Antonio Troiano, the management of GESAC, the CEO of S.S. Napoli Basket, Alessandro Dalla Salda, along with the Marketing, Commercial, and Social Projects Manager, Andrea Di Nino.

The athletes Tomislav Zubcic and Dut Andrea Mabor, along with Coach Giorgio Valli, were enthusiastically welcomed by the children and the entire school community, led by the school principal Carmine Riccio.

GESAC, committed for years to social, cultural, and environmental projects in collaboration with local schools and associations, aims to further strengthen its social commitment by promoting basketball in neighborhoods at risk of school dropout and lacking sports facilities.

"This project represents a virtuous example of how the world of sports and business can join forces for the good of the community, transforming shared values into concrete actions for the future of young people, helping them cultivate ambitions and dreams," said Roberto Barbieri, CEO of GESAC.

"We are excited to collaborate with GESAC, a great excellence of our territory, bringing basketball into schools and helping to train many young people," declared Alessandro Dalla Salda, CEO of Napoli Basket. "Sports, in particular, has the great power to positively transform communities, and this partnership is the most beautiful and concrete demonstration of that."

For more information:

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