

OVS KIDS ACTIVE CAMP

**OVS with ASI, promoting children's sport and fitness
alongside great names in Italian sport**

OVS, the brand leader in Italian clothing is continuing its commitment to education, launching a new training and entertainment project that will once again involve children.

"*OVS Kids Active Camp*" is an initiative created to spread a culture of sport as a means to fun and fitness for primary school children.

From 21 September, the Italy's most beautiful piazzas, starting with **Milan** and continuing to **Naples, Rome** and **Palermo**, will be set out with fun, colourful sports villages, inside which children, accompanied by their families, will be able to play and get hands-on experience of different sports, including **sports climbing, football, just dance, volley ball and archery**. A fun occasion that is free and open to all comers, where it will also be possible to meet and talk to the great Italian sporting champions, testimonials of the event: **Maurizia Cacciatori, Vincent Candela, Carolina Kostner, Fiona May, Massimiliano Rosolino, Antonio Rossi, and Jacopo Paone**.

Devised by OVS together with ASI, the Italian Sports and Social Associations, a sport promotion body that has always sought to boost sports for all, the *Kids Active Camp* is sponsored by CONI, the Ministry for Health, the Ministry for the Environment and the Ministry of the Interior, and the Italian Association of Nutritionists (A.I.Nut.). It has been developed with the technical assistance of several national sporting bodies: FIGC (Italian Football Federation), FIPAV (Italian Volleyball Federation), FGI (Italian Gymnastics Federation) and Fitarco (Italian Archery Federation).

The *OVS Kids Active Camp* village will also have an area dedicated to diet as a source of wellness, where children and parents can discover new flavours and also try familiar foods in a different way, guided by well-known TV chef from Rai Gulp, **Alessandro Ciriello**.

For more information about the *Kids Active Camp* and about how to take part in the activities, visit www.kidsactivecamp.ovs.it and complete the registration form. You can also register in OVS stores in the regions involved; in all of the stores in Lombardy, registration will be possible starting from Friday 5 September (these are the dates for the other regions: Campania, from 12 September; Latium, from 19 September; Sicily, from 26 September).

Kids Active Camp is all this and more. This is the first event through which OVS – as often occurs internationally – has chosen to invest in sport as a means of education and correct lifestyle, with the focus on play.

Dates for OVS Kids Active Camp:

21 September 2014 – Milan, Piazza Beccaria

28 September 2014 – Naples, Lungomare Caracciolo

5 October 2014 – Rome, Fori Imperiali

12 October 2014 – Palermo, Piazza Politeama

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