

PRESS RELEASE

MONACO WORLD SPORTS LEGENDS AWARD 2018

The Oscars of Sport

Friday 7 and Saturday 8 December in the Principality of Monaco

The 3rd edition of the Monaco World Sports Legends Award, the Oscars of Sport, will take place on Friday 7 (Media Day) and on Saturday 8 December for the Award Ceremony and Gala Dinner-Show with Red Carpet held in the Salle D'Or of the Fairmont Monte Carlo, located in the famous curve of the Formula 1 Grand Prix.

A particular feature for the event, created and produced by **Promo Art Monte-Carlo Production**, is that of linking the sporting stars with entertainment, art, fashion and glamour, making the World Sports Legends Award Monaco a unique international showcase and an exclusive VIP red carpet: **the Oscars of Sport**.

The event will take place in partnership with the **Hotel Fairmont Monte Carlo**.

It will also benefit from the support of the **Automobile Club de Monaco** and the **Monte Carlo Board of Tourism and Congresses**, and as well of the partnership of the **Sun Casino**.

For the third year **Radio Monte Carlo** of the **Mediaset Group** is the **Official Radio of the WSLA**.

Officials partners of the event are the Swiss brand of luxury watches **Century Time Gems** and **Arctic World Club**, an international organization that has active development of the Arctic region as its goal. Since its establishment, the Club's activities have been closely linked to business, science, culture, sports and charity events in Russia and abroad.

Another partner is the **Frank Rose** company, which operates in the lifestyle and art sector.

RusMonaco is the Official Magazine of the WSLA.

Again this year, the list of those who will receive the **World Sport Legend Award** presents the greatest world sporting champions. Among them:

Oswaldo Ardiles (*Argentina, Football World Champion in 1978*),

Jutta Kleinschmidt (*Germany, 1-time Winner of the Paris-Dakar in 2001. The only woman who has won the Paris Dakar*),

Freddie Spencer, WSLA, (*USA, 3 Times World Champion MotoGP*).

The **WSLA Posthumous Award** will be given to **Ayrton Senna** (*Brazil, 3 times World Champion F*). The Award will be received by the Senna Family who are coming from Brazil.

The **WSLA Best Values for Community Support** will recognize **Doctor Claudio Costa** (*Italy*), founder of the Mobile Clinic in MotoGP, which has saved the lives of many champions.

These Sporting Legends will join the Awarded of the past Editions:

in 2016 **Giacomo Agostini, Carl Fogarty, Mika Häkkinen, Tia Hellebaut, Sir Anthony McCoy, Jean-Marie Pfaff, Grand Master Jhong Ukh Kim, Pernilla Wiberg, Victor Tello** (*WSLA Best Values Award for community support*), **Antony Noghès** (*WSLA Posthumous Award received by Noghès Family*).

In 2017 **Michael Doohan, Jacky Ickx, Josefa Idem, Michèle Mouton, Armin Zöggeler**.

The prestigious Prize awards sporting champions, men and women, both active and retired, who have gained distinction not only for their sporting exploits but also for their example, which is an inspiration for the new generations. The special prize "Best Sports Values" awards an athlete who stands out for an exemplary sporting gesture which embodies sport's ethical and moral values, or to well-known people for their community support through sport. The "Posthumous Awards" is conferred on great champions with legendary careers or to well-known people who operated in the sporting sector.

The Monaco World Sports Legends Award aims at promoting sport's ethical and moral values as ideals to motivate others, especially the young, to excel.

The Awarded enter the **Pantheon of the World Sports Legends** through their handprints.

The event will be hosted by the international ballet star **Lorena Baricalla**, Ambassadors and Master of Ceremonies of the Monaco World Sports Legends Award.

Key moments throughout the two-day event will highlight fashion and glamour. Accordingly, for the Award Ceremony and Red Carpet, the Master of Ceremonies Lorena Baricalla will wear five haute couture gowns in precious fabrics from the 2018 and 2019 collections by the renowned Franco-Lebanese fashion designer **Dany Atrache**, which showcase his creations at the Paris Haute Couture Fashion Week. As well on the Media Day she will wear Dany Atrache for the Press Conference followed by the Awarded Dinner.

For the WSLA Talk Show held on the Media Day Lorena Baricalla will wear couture dresses *Made in Italy* from the new 2018 and 2019 collections by **Raquel Balencia**, Spanish fashion designer.

As well, she will wear the precious watches by the exclusive Swiss brand **Century Time Gems**.

The brand **Eles Italia** has created some outfits which the cast will wear.

As Monte-Carlo has always been a venue for the most famous Red Carpets, there will be special appearances by sports champions, well-known artists and VIPs.

This year the guests include: from the sporting world **Antonio Giovinazzi**, F1 driver who has joined the Alfa Romeo Sauber F1 Team, **Stéphane Richelmi**, LMP2 driver in the **Jacky Chan DC Racing Team**, **Gianluca Montiron**, MotoGP Team Principal, the Italian synchronised swimming champions **Linda Cerruti** and **Costanza Ferro**; the Awarded of the past editions **Yann-Antony Noghès** who received in 2016 the "WSLA Posthumous Award" on behalf of his grandfather **Anthony Noghès**; from Mexico **Victor Tello** "WSLA Best Values Award for community support" in 2016.

From the leading business sector **Sergey Egorov**, President of **Arctic World Club**, Official Partner of the event.

From the fashion world the fashion designer **Raquel Balencia**, the fashion designers Stefania and Silvia Loriga of **Eles Italia**. And finally **Christine Barca**, General Secretary of the **Fight Aids Association** founded by **Princess Stephanie of Monaco**.

The Red Carpet will be decorated with the works "**WSLA Art meets Sport**", created by the international artist **Marcos Marin**, Official Artist of the **Foundation of HSH Prince Albert of Monaco**, who also conceived the Oscar "statuette".

The "**Pantheon of the World Sports Legends**" will be exhibited, reuniting **the handprints which were created in previous years with the awarded champions**.

In addition, Photo Shooting Sets will be created on the Red Carpet by Official Partners **Century Time Gems** and **Arctic World Club**.

The Gala, conceived as an American-style show, includes **entertainment** with **corps de ballet** and **orchestra**.

The Menu will be created and prepared by **Didier Aniès**, Head Chef at the Fairmont "Meilleur Ouvrier de France". In accordance with the partnership with the **Prince Albert II of Monaco Foundation**, the undertaking is to highlight the use of local and seasonal products and to follow the **Mr Goodfish** programme for the sustainable consumption of seafood.

The first day of the programme features the Media Day on **7 December**. It will take place at the Fairmont Monte Carlo:

the **WSLA Talk Show** "Sporting Stars: The Men or the Women behind the Champion" and "Show, Art and Fashion" hosted by **Lorena Baricalla**; the **Handprints Show** for the creation of the champions' handprints by artist **Marcos Marin**; and the **Art Show** put on by **Century Time Gems**, Official Partner of the event.

As well the accredited Media will be able to ask for **interviews**.

Then, the **Official Press Conference** will be held in the late afternoon in the **Salon des Princes** at the prestigious **Automobile Club de Monaco**, followed by a **cocktail**.

Finally, the **Awarded Dinner** will take place in the **Automobile Club de Monaco's** exclusive and private "Cellier" (the Cellar) – a privileged place that can only be accessed by VIPs at an international level.

The **Awards Ceremony** with a **Gala Dinner-Show and Red Carpet with Cocktail** concludes the event on **8 December** in the **Salle D'Or and Crystal Gallery of the Fairmont Monte Carlo**.

The prestigious evening will end with the **After Ceremony Red Carpet** and the **WSLA Party** at the **Sun Casino**.

The WSLA is an event which is enjoying ever greater success, and only two years since its inception, it is worth noting that on its 16 social networks and web channels, the photos and videos of the Oscars of Sport attract round **4,000,000 unique views per year**.

2018 Official Program

Friday 7 December

Hotel Fairmont Monte Carlo

From 11.30am to 6.30pm: **WSLA Talk Show / WSLA Handprints Show / WSLA Art Show**

Automobile Club de Monaco

7pm: Official WSLA Press Conference, *Salon des Princes*,

7.30pm : Cocktail, *Salon des Princes*

8.15pm: Awarded Dinner, "*Le Cellier*"

Saturday 8 December

Hotel Fairmont Monte Carlo

3rd WSLA AWARD CEREMONY with GALA DINNER & SHOW

8pm: Red Carpet and Photo Call with Cocktail, *Cristal Galerie*

9pm: Award Ceremony and Gala Dinner with Show, *Salle d'Or*

11.45pm: WSLA After Ceremony, *Galerie Cristal*,

00.15: WSLA Party, *Sun Lounge-Sun Casino*

(Dress code: Full evening dress)

To book your place (VIP tables for 10 people) for the Award Ceremony and Gala Dinner on 8th December:
info@worldsportslegendsaward.com

For media accreditation: info@worldsportslegendsaward.com

www.worldsportslegendsaward.com