

**PRESS RELEASE N.3**

**MONACO WORLD SPORTS LEGENDS AWARD 2017**

***The Oscars of Sport***

**Friday 1<sup>st</sup> and Saturday 2<sup>nd</sup> December in the Principality of Monaco**

The **2nd edition of the Monaco World Sports Legends Award, the Oscars of Sport**, took place on **Friday 1<sup>st</sup> (Media Day) and on Saturday 2<sup>nd</sup> December for the Award Ceremony with Gala Dinner-Show and Red Carpet held in the Salle D'Or of the Fairmont Monte Carlo**, located in the famous curve of the Formula 1 Grand Prix.

The World Sports Legends Award is awarded to men and women, sporting champions 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 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, as symbols of mankind and the whole of humanity.

Again, this year, the list of Award winners presented the greatest world sporting champions that received their awards at this exceptional event. Emotion-packed moments for all those who have shown great human values and how discipline, energy, determination and passion are the driving force of the existence.

**Michael Doohan** (*Australia, 5 times MotoGP World Champion*)

**Jacky Ickx** (*Belgium, 6 times winner of the 24 Hours of Le Mans, 1-time winner Paris-Dakar, 2 times Vice-World Champion of Formula 1*)

**Josefa Idem**, (*Italy, Canoe Racing, Olympic Champion, 5 times World Champion, 8 times European Champion*)

**Michèle Mouton** (*France, 1-time vice-world champion of Rallye, President of the FIA's Women & Motor Sport Commission, FIA's Manager in the World Rally Championship, Co-founder of the international motorsport event Race of Champions*)

**Armin Zöggeler** (*Italy, Luge, 2 Times Olympic Champion, 6 times World Champion, 4 times European Champion and 10 world cup*)

These Sporting Legends join last year's winners: **Giacomo Agostini, Mika Hakkinen, Carl Fogarty, Pernilla Wiberg, Jean-Marie Pfaff, Tia Hellebaut, Jhong Uhk Kim, Sir Anthony McCoy.**

**"Best Values Award" Victor Tello, "Posthumous Award" Antony Noghès.**

The event was presented in five languages by the international ballet star **Lorena Baricalla**, Ambassador and Master of Ceremonies of the Monaco World Sports Legends Award. She was the perfect hostess for the evening's events.

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 Monaco World Sports Legends Award a unique international showcase: the Oscars of Sport.

Because of this, the Master of Ceremonies, Lorena Baricalla, wore outfits created by high fashion designers: the new 2018 collection of **Nordic Angels by Marketa Häkkinen**, the wife of the famous racing driver **Mika Häkkinen**, awarded last year with the WSLA. She has just launched her own brand with dresses in precious fabrics and has already been showcased in New York, Los Angeles, Monaco and Dubai. **Eles Italia** with outfits created especially for this event, **Marina Corazziari**, creator of pieces of jewellery that are works of art, and **Zona Centro Shoes**.

Last but not least, Ms Baricalla wore precious watches by the exclusive Swiss brand **Century Time Gems**, partner of the event. These fine time-pieces were also exhibited.

As Monte-Carlo has always been a venue for the most famous Red Carpets, we had the special appearances by sport champions, well-known artists and VIPs. Amongst them **Charles Leclerc**, Formula2 world champion, who on the same day was officially confirmed as a racing driver" of **the Alfa Romeo Sauber Formula1 team** – a special announcement which was made on stage during the WSLA in Monte Carlo following the official confirmation that same morning in Milan. Other champions who were present included the multi-medal-winning skier, **Pernilla Wiberg**, who received a World Sports Legend award last year; **Yann-Anthony Noghès**,

who last year accepted the "WSLA Posthumous Award" on behalf of his grandfather **Anthony Noghès** and Italian synchronised swimming champions **Linda Cerruti** and **Costanza Ferro**, placed fourth this year in the Combo at the World Aquatics Championships.

Taking part as well were performing stars who included the famous singer, **Khadja Nin**, whose moving words on the stage remembered **Nelson Mandela** and how sport unites peoples; **His Excellency the Italian Ambassador Cristiano Gallo**; the MotorGP manager **Gianluca Montiron**; **Christine Barca**, General Secretary of the **Fight Aids Association** founded by **Princess Stephanie of Monaco** and the music producer **Martial Benhamou** of BMG Production.

The Red Carpet was decorated with the works "**WSLA Art meets Sport**" in favour of the **Foundation of HSH Prince Albert of Monaco** created by international artist **Marcos Marin**, Official Artist of the Foundation, who also conceived the Oscar for the World Sports Legends Award, a sculpture that brings together all the symbolism and values of WSLA.

The principal theme was a **tribute to 70 years of Ferrari** with the portrait of **Enzo Ferrari**.

The "**Pantheon of the World Sports Legends**" was exhibited as well, reuniting **the handprints which were created last year with the awarded champions**.

In addition, a Photo Shoot set was created on the Red Carpet by the Belgian luxury design brand **Concept by V**, partners for the event.

In honour of the great fashion designer **Gianni Versace**, whose birthday occurred precisely on this date, his portrait by **Marcos Marin** was also exhibited. The sculpture left the Oscars of Sport's stage in Monte-Carlo to go to Miami for the exclusive event organized by **Madonna** in honor of the fashion designer on 7th December.

The Gala, conceived as an American-style show, included **entertainment** with **corps de ballet** and **orchestra**, and the participation of the vocal imitator **Chrystoph Lemaire**, who has often performed at the famous Olympia in Paris.

The **Femina Sports de Monaco** presented an acrobatic performance.

In addition, the International star **Lorena Baricalla**, performed "**Carmen**" in her new modern choreography on points. Bizet's famous music was played on a heavy metal guitar, bringing great emotional impact to the ballet.

The Menu was created and prepared by **Philippe Joannès**, 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 WSLA is an event which is enjoying ever greater success, and only one year 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 **285,000 views each month**, amounting to a total of **3,000,000 views in about a year**.

The first day, Media Day on **1st December**, was dedicated to the **interviews**, to the **WSLA Talk Show "Sporting Stars: The Men or the Women behind the Champion"** that can be seen on the Monaco World Sports Legends Award's web channels on Youtube, Vimeo and Daily Motion, and to the **Handprints Show** for the creation of the champions' handprints. This programme was held in the venues of the Fairmont Monte Carlo

Then, the **Official Press Conference** took place in the late afternoon in the **Salon des Princes** at the prestigious **Automobile Club de Monaco**, with a **cocktail** and a **VIP Dinner** at the end.

The **Awards Ceremony** concluded the event on **2nd December** with a **Gala Dinner-Show and Red Carpet** in the **Salle D'Or of the Fairmont Monte Carlo**.

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

It also benefited from the support of the **Automobile Club de Monaco** and the **Monte Carlo Board of Tourism and Congresses**.

**Radio Monte Carlo** was the **WSLA Official Radio**.

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