

CORRI LA VITA

Combatti il tumore al seno

The “Fiorino d’Oro” Prize from the City of Florence

The Ministry of Public Health

EXPO Milano 2015

The Region of Tuscany | The Metropolitan City of Florence | The City of Florence

CONI – The Italian Olympic Committee

ADSI – The Association of Italian Historic Monumento and Buildings



13th EDITION

HUGE SUCCESS FOR **CORRI LA VITA**

WITH OVER **34.000 PARTICIPANTS** AND **540.000 EURO** COLLECTED.

THE RACE WAS STARTED BY TV GAMES HOST **CARLO CONTI**
TOGETHER WITH THE PRESIDENT OF THIS CHARITY **BONA FRESCOBALDI**
AND THE MAYOR OF FLORENCE **DARIO NARDELLA**.

THE MASTER OF CEREMONIES FOR THE DAY WAS THE PRESENTER **MILLY CARLUCCI**.
ALSO ON STAGE TO PRESENT THE AWARDS WAS **GIANNI MORANDI**,

THE CAPTAIN OF THE FLORENTINE FOOTBALL TEAM **MANUEL PASQUAL**
AND THE FIRST LADY **AGNESE RENZI**

Pink was the symbol of this 13th edition of **CORRI LA VITA**, with **34.000 fuchsia T-shirts** worn by all the participants and given by **Salvatore Ferragamo**.

The river of pink flowing through the city and surrounding hills was visible throughout the whole day. Fuchsia was the colour representing the fight against breast cancer and the focus for raising **540.000 Euro**, our greatest success to date.

To kick off the event from the cathedral square of Florence, Piazza Duomo, TV showman **Carlo Conti** together with the President of the **no profit Association CORRI LA VITA Bona Frescobaldi** and the Mayor of Florence **Dario Nardella**.

Our prestigious guests were welcomed on the stage in the Loggia dei Lanzi in Piazza Signoria. Eva Edili, the speaker from **Lady Radio/RDF**, introduced the singer **Gianni Morandi**, who himself had run the 12.8 km route, the presenter **Milly Carlucci**, the First Lady **Agnes Renzi** who presented the awards to the winning children of the day, the captain of the Florentine football team **Manuel Pasqual**, who for many years has been an active supporter of **CORRI LA VITA** together with many other guests including: the Junior World Champion speed rower 4K 1000 mt **Thomas Freschi**; the comedian and radio performer **Gianfranco Monti**, patients from the Oncological rehabilitation Centre **Ce.Ri.On.** who described their personal experiences, and as always the flag throwing of the **Bandierai degli Uffizi** was a great success, as was the military band **Fanfara dei Carabinieri**, and the **Large Street Band** who gave an exhilarating closing performance.

Throughout the day **CORRI LA VITA** was classified as one of the **Trending Topics for Twitter Italy**, coming in at 6th place.

The winners of the 12.8 km race were:

Female places: 1st **Annalaura Mugno** with a time of **0:48:19**; 2nd Tiziana Gianotti, with a time of 0:48:55; 3rd Nikki Brockbank, with a time of 0:49:03.

First men to cross the line were 1st **Maurizio Cito** with a time of **0:41:48**; 2nd Abdelillah Dakhcohune with a time of 0:42:21; 3rd Ahmed Husein with a time of 0:42:39.

Thanks to all the participants and the companies who generously supported the cause of **CORRI LA VITA**. We would especially like to thank: **Salvatore Ferragamo, Banca CR Firenze, Unicoop Firenze, Gucci, I Gigli, Fondazione Berti per l'Arte e la Scienza, Universo Sport, Sotto Sotto, Aboca, Acqua di Parma, LeoFrance, Ente Cassa di Risparmio di Firenze, Biennale Internazionale dell'Antiquariato di Firenze, Fondazione Fabrizio Moretti, Sotheby's, Caffè Corsini, Ditta Artigianale, Consorzio Il Cappello di Firenze, Ippodromo del Visarno, Bassilichi, Energetic, Fior di Carta, Assiteca, Montblanc, Pandolfini Casa d'Aste and Costruzioni Spagnoli.**

Funds raised will go to those projects which help in the treatment and rehabilitation of women suffering from breast cancer.

Among those who will receive funds are:

the Centre of Oncological Rehabilitation **Ce.Ri.On.**, Villa delle Rose supported by LILT (the Italian Cancer society Florence branch); the Italian Foundation for palliative care **FILE Fondazione Italiana di Leniterapia Onlus**; the portal that brings together all the breast units of Italy **SenoNetwork**; **DAMA 25**, a program sponsored by the Institute for Oncological Studies and Prevention **ISPO Firenze** to promote and improve both the dietary habits and the physical activities in high risk young women, in order to reduce the risk of breast cancer; **Tecnica 3D a Rispiro Trattenuato** (3D Breathing techniques), a program for reducing the risk of heart damage in women with breast cancer tumors in the left breast and who are subject to radiotherapy (sponsored by the National Health Department number 10 of Florence). **APP LILT Firenze** – APP for preventive health care by screening and assisting patients in collaboration with the Institute for Oncological Studies and Prevention Florence **ISPO** and the Florentine National health services for removal of small breast neoplasms; **Breast Lesion Excision System (BLES)** created by the University Teaching Hospital of Florence, **Azienda Ospedaliera Careggi**.

There were also awards to: "**The largest group of participants**", won by the employees of **Salvatore Ferragamo**, with **810 registrations**, followed by the employees of **Nuovo Pignone**, with **785 registrations**.

Thanks to the support and the gastronomic initiatives organized by **Unicoop Firenze, Caffè Corsini, Ditta Artigianale** and **Carapina, 33.097 Euro** were collected.

We would like to thank also the football team **ACF Fiorentina** and its fans who permitted to collect **5.500 Euro, Sotheby's** that organized a preview of their auction collecting **9.480 Euro** and **Ippodromo del Visarno** and **Consorzio "Il Cappello di Firenze"** that in the occasion of the "Corsa dell'Arno" last april raised **3.800 Euro**.

The winner of the "**La Vetrina più bella per CORRI LA VITA**" (the best **CORRI LA VITA** shop window display) in collaboration with Confesercenti Firenze, was won by the shop "**Esprimi un Desiderio Ballon**".

We wish to thank the many organizations that have contributed to the success of **CORRI LA VITA**: Soprintendenza Regionale della Toscana, Opera del Duomo di Firenze, The St Regis and Westin Excelsior, ACF Fiorentina e i suoi tifosi, Acqua Rocchetta, Mukki Latte, Carapina, Trenitalia, Comune di Scandicci, Ataf e Bus Italia Nord, Tipografia Toccafondi 1910 e Tipografia 365, La Strega Nocciola, Giusto Manetti Battiloro, Confesercenti Firenze, Tera Energy Strategies, Everlast, Media Energia, Beachcomber, Damiani, Bulgari, Acqua di Parma, Tod's, Ermanno Scervino, INNUI, Gherardini e Braccialini, Stefano Ricci, Ottica Fontani, Dreoni Giocattoli, Enrico Coveri, Pratesi, Azimut, Roberto Cavalli, Corneliani, Residenza Toscanelli, Mario Luca Giusti, Caovilla, Nikon, Moleria Locchi, Pasticceria Stefania di via Marconi, Frescobaldi Wine Bar, Levoni, Angela Caputi, My Style, Mus.e, L.G.R., Spa del Castello di Casole d'Elsa, Hotel Ville sull'Arno, Everlast, U.S. Polo Assn., Dimensione Danza, Component Office, Ristorante Portofino, Ristorante La Giostra, Venchi, Valsoia, Generali Agenzia Generale di Firenze Centro De Virgiliis A. e Carpanesi S. s.n.c., Training Consultant, 50&Più, Informacittà, Quadrifoglio, Adiconsum Toscana, the photographers Matteo Brogi, Matteo Bonan and the videomaker as well as photographer Juri Ciani.

Crucial to the success of this event we acknowledge the help of **QN LA NAZIONE** newspaper, **Lady Radio** and **RDF /102.7, Box Office, Università degli Studi di Firenze**.

The participants greatly appreciated the new cultural destinations with guided tours organised by the Cultural Association **Città Nascosta** and in the afternoon many took advantage of the free visits to museums and exhibitions, such as Salvatore Ferragamo Museum, Stibbert Museum, the Botanic Garden, Museum of Anthropology, Galileo Museum, Gucci Museum.

SAVE THE DATE!

SUNDAY, SEPTEMBER 25, 2016

www.corrilavita.it

Donate to participate!

You can always give a donation to CORRI LA VITA

Through the bank 00101/1000/00012421 Banca CR Firenze, Main Office

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