



**1000 MIGLIA AND LUCA RODA TOGETHER FOR AiutiAMObrescia:  
THE 2020 EDITION LOGO OF THE RACE REDESIGNED  
FOR A SUPPORTIVE CAPSULE COLLECTION  
ON SALE ONLINE**

1000 Miglia is always on the frontline to support the healthcare system in Brescia in the fight against Covid-19 and has involved the designer Luca Roda, asking him for a particular vision of the year 2020 logo, in a new project in favour of AiutiAMObrescia (Let's help Brescia). Launched in the first week of March by the Fondazione Comunità Bresciana and the Giornale di Brescia, the fundraising has so far collected well over 50,000 donations that are contributing to the purchase and delivery of prime necessity healthcare materials to the hospitals, associations and towns.

*«The continuation of the emergency requires new efforts by all of us» declares Franco Gussalli Beretta, Chairman of 1000 Miglia srl «and it is our specific duty to ensure that everyone can contribute their share. After the various solidarity initiatives, supported directly as well as in collaboration with Automobile Club Brescia, 1000 Miglia – which can count on a large number of enthusiasts from all over the world – is now turning to each and every one of them: even those far from our city who follow the race with affection and usually live the city of Brescia on the festive days of the race can support us in this initiative, and make sure that all of us together can help to take a step towards the solution. We have redesigned the logo that identifies the 2020 edition of the race with a view to the reality of these days and the Winged Victory, symbol of our city, has today taken on the shape of all the doctors and nurses who are working to save Brescia and Italy. This image, the therapeutic and supportive embrace in this difficult moment that we are all going through, will be present on the articles of the capsule collection that can be purchased on [www.millemigliashop.com](http://www.millemigliashop.com)».*

With the availability and support of Millemigliashop – an initiative of Premium Promotion, Blitz International and Redline, three historic companies from Brescia and for over the past 30 years operating in the merchandising sector, in a joint partnership to manage the 1000 Miglia brand – it will be possible to donate the proceeds from the sale of the capsules, as well as all the articles on the website [www.millemigliashop.com](http://www.millemigliashop.com) to AiutiAMObrescia, the program to support the healthcare organization committed to managing the coronavirus emergency, and to which the most beautiful race in the world wants to give its concrete and constant support.

