



1000 MIGLIA
GOES TO SCHOOL

1925
AUTOMOBILE CLUB BRESCIA
COPPA 1000 MIGLIA
LAZZETTA DELLO SPORT
COPPA 1000
MIGLIA VERIFICA MACCHINE E PESO MIGLIA





From February 2024, the **Automobile Club of Brescia and 1000 Miglia Srl** will be offering the free of charge initiative “The 1000 Miglia goes to school” to schools of all levels in the city of Brescia and its province, in order to spread knowledge of the “Most Beautiful Race in the World” in its territory of origin and choice.







OBJECTIVES

The aim is to make students grasp the **modern nature** of the race, which is capable of uniting multiple themes (motoring, infrastructure, industry, technology, art, customs, consumption, tourism) and to make them aware of the Red Arrow's **ability** to contribute to the **symbolic unification of Italy** (together with the Giro d'Italia) in the aftermath of the end of World War II and to be one of the **emblems of the national new beginning**, a new beginning that would lead to the Italian economic miracle within a decade.



TYPE OF ACTIVITIES OFFERED

- 1-hour interactive **lecture**/conference
- 1000 Miglia-themed **gadgets** for the students
- Access **pass** to the 1000 Miglia Village for the 2024 edition for a class or for a representation of students from each institute involved





INFO

The activities will be offered **free of charge** to the first **30 interested schools**.
Registrations are to be sent **by 18 March 2024** to elena.pala@ext.1000miglia.it
The **activities** in the schools will take place **between March and May 2024**.

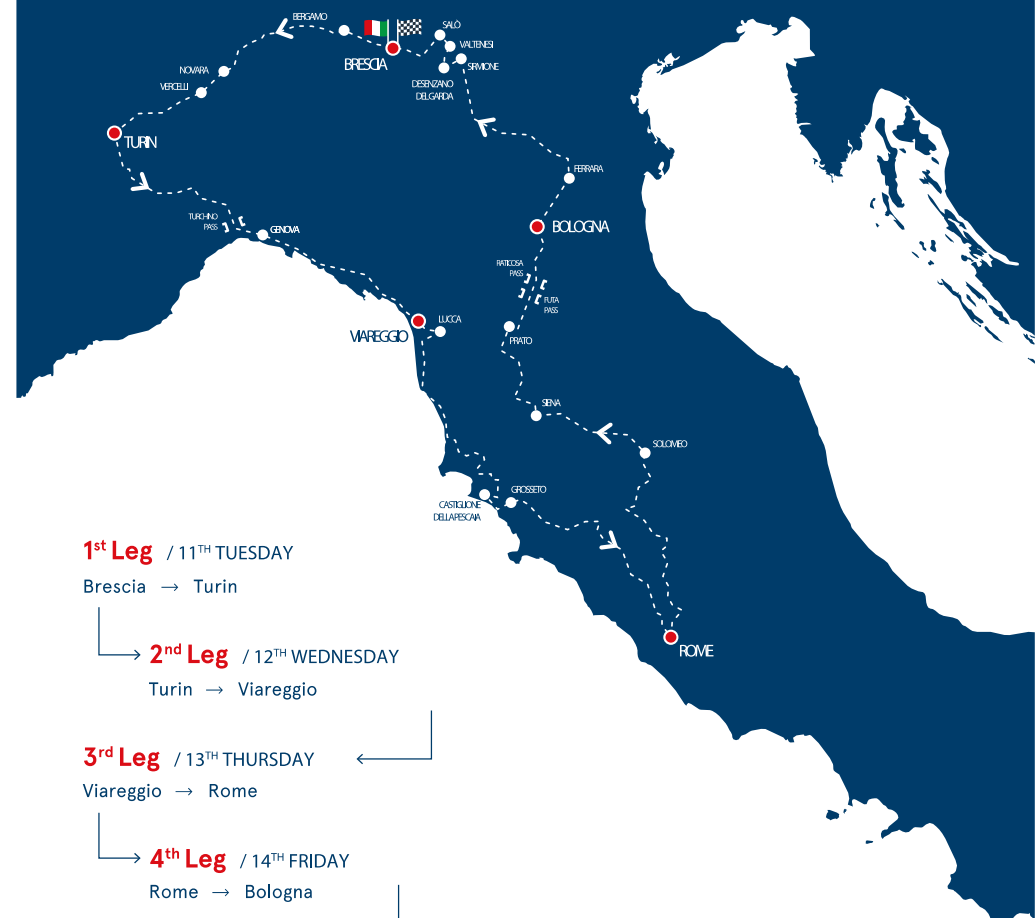
INFO

1000 MIGLIA 2024

The forty-second edition of the *Most Beautiful Race In The World* will be run in five legs from 11 to 15 June, the captivating round trip from Brescia to Rome and back in a counter-clockwise direction.



11TH - 15TH JUNE 2024



1st Leg / 11TH TUESDAY

Brescia → Turin

→ **2nd Leg** / 12TH WEDNESDAY

Turin → Viareggio

3rd Leg / 13TH THURSDAY ←

Viareggio → Rome

→ **4th Leg** / 14TH FRIDAY

Rome → Bologna

5th Leg / 15TH SATURDAY ←

Bologna → Brescia



CORPORATE SOCIAL RESPONSIBILITY

Since its inception, the 1000 Miglia has represented the expression of the bold, innovative and pioneering spirit that has made the race unique and its brand, the historic Red Arrow, unmistakable.

Today, the 1000 Miglia wants to continue to renew itself, and does so driven by major objectives such as protecting the heritage of the Red Arrow and extending its fame to become an icon of Italian excellence.

This evolution cannot but be based on the concept of responsibility, both towards its own city, the place where it was founded and where it still operates today, and towards the territories it passes through and the people, especially young people, who in various ways gravitate in the orbit of the 1000 Miglia





THANK YOU

