



YOUTH & WISDOM



SPORT BRINGS GENERATIONS TOGETHER



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61%

OF EUROPEANS OVER 55
DON'T EXERCISE REGULARLY

**IT'S TIME TO
CHANGE THAT!**



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“I used to wait outside the gym for my grandson for years.

“Now, I train with him. I’ve never felt so alive.”

– Davide, Y&W participant, Tuscany



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4 GREAT REASONS TO STAY ACTIVE AFTER 55

MIND



Reduces cognitive decline risk

COMMUNITY



Builds real social connections

HEART



Protects cardiovascular health

BALANCE



Improves stability & prevent falls

Sport is good for you. At any age.



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YEW PROJECT**



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sport as a tool for wellbeing and inclusion.**

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