

4th Monaco World Sports Legends Award
The Oscars of Sport

6th-7th December 2019

PRESS RELEASE – POST EVENT

MONACO WORLD SPORTS LEGENDS AWARD 2019

The Oscars of Sport

Friday 6 and Saturday 7 December in the Principality of Monaco

The 4th edition of the prestigious **Monaco World Sports Legends Award, the Oscars of Sport** just took place on **Friday 6** for the **Media Day** and on **Saturday 7 December** for the **Award Ceremony and Gala Dinner-Show with Red Carpet** held in the Salle D'Or of the Fairmont Monte Carlo.

The 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 and an exclusive VIP red carpet: **the Oscars of Sport**.

The event was hosted in 5 languages by the international Ballet Star **Lorena Baricalla**, Ambassadors and Master of Ceremonies of the Monaco World Sports Legends Award.

Again this year, the list of those who received the **World Sport Legend Award** presented the greatest world sporting champions:

Nasser Al-Attiyah, Qatar, 3 times Paris-Dakar winner (the last time in 2019), Olympic medalist of Ball-trip. One of the greatest sportsmen of Middle East, he's now preparing next Dakar race and Olympic Games in Tokyo.

He's the cousin of the Emir of Qatar Tamim bin Hamad Al Thani and he is also involved as the Ambassador for the Football World Cup in Qatar in 2022.

Mario Andretti, USA, F1 World Champion, Indycar and Nascar Champion. A true icon of F1, he is at the head of a dynasty of 8 racing drivers including his son Michael and his grandson Marco. He's the only one that won Daytona, Indianapolis and F1 World Championship. A legendary career with 111 victories.

Loris Capirossi, Italy, 3 times MotoGP World Champion. He got one of the longest careers as a rider, and he's Safety Advisor for the International Moto Federation.

Ana Gabriela Guevara, Mexico, World Champion of 400m, multi Olympic medalist. She ventured into politics and she has been nominated Minister of Sport of Mexico.

The **WSLA Best Values Award for Community Support** to **Connie Henry**, Great Britain, for the Track Academy. Former international triple jumper she founded this organization to help the young people from disadvantaged backgrounds through Athletics.

The **WSLA Posthumous Award** to **Ferenc Puskás**, Hungary, Football Champion and Legend of the Football world in the year of the inauguration of the national stadium of his nation named after him and of the 10th anniversary of the launch of FIFA Puskás Award, the global prize for the goal of the year.

The Award was received by the **Puskás Family** represented by the great granddaughter **Ane De Juan Damborena** and the former President of Hungary and Olympic Champion **Pál Schmitt**.

These Sporting Legends join the Awarded of the past Editions:

in 2016 **Giacomo Agostini, Carl Fogarty, Mika Häkkinen, Tia Hellebaut, Sir Anthony McCoy, Jean-Marie Pfaff, Grand Master Jhong Ukh Kim, Pernilla Wiberg, Victor Tello** (*WSLA Best Values Award for community support for the Promotora Mexicana De Valores Deportivos A.C.*), **Antony Noghès** (*WSLA Posthumous Award received by Noghès Family*).

In 2017 **Michael Doohan, Jacky Ickx, Josefa Idem, Michèle Mouton, Armin Zöggeler**.

In 2018 **Oswaldo Ardiles, Jutta Kleinschmidt, Freddie Spencer, Dott. Claudio Costa** (*WSLA Best Values to have create Mobile Clinic in MotoGp*), **Ayrton Senna** (*WSLA Posthumous Award received by Senna Family*).

The prestigious Prize awards sporting champions, men and women, active or 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 special prize "Best Sports Values" awards an athlete who stands out for an exemplary sporting gesture which embodies sport's ethical and moral values, or to well-known people for their community support through sport. The "Posthumous Awards" is conferred on great champions with legendary careers or to well-known people who operated in the sporting sector.

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.

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

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

Official Partner was again this year the Swiss brand of luxury watches **Century Time Gems**.

Partners were **Elena Sivoldaeva Exclusive**, Monegasque luxury jewelry and fashion brand, and **Mongrip**, Monegasque luxury bracelets brand which also realizes a limited collection named after Ayrton Senna.

Between the Partners were as well the **Alphabet** company, which operates in the Stationary sector, **BMP Lugano Study & Consulting** and **Krystel Ann Art**, contemporary art agency.

RusMonaco was the Official Magazine of the WSLA for the second year.

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This exclusive two-day event also highlighted fashion and glamour.

For this the Master of Ceremonies **Lorena Baricalla** wore for the different key moments more than 20 outfits realized by international brands: for the Red Carpets the *Handmade in Italy* couture dresses by **Raquel Balencia** ; for the Award Ceremony Show the innovative creations by **Seyit Ares** ; **Fabiana Gabellini** realized the costume for her singing performance on stage.

For the WSLA Talk Show the contemporary style by **Eles Italia, Viktoriia Nosach, Seyit Ares, Fabiana Gabellini**; for the Press Conference and the Awarded Dinner **Viktoriia Nosach**.

As well Lorena Baricalla wore the precious watches collections by the exclusive Swiss brand **Century Time Gems**.

Eles Italia also realized the outfits for the Hostesses on stage.

The World Sport Legends Award's Red Carpet is among Monte Carlo's most prestigious and has become the place to be. Consequently, the Award Ceremony Gala, conceived as an American-style show, with **entertainment, corps de ballet** and **orchestra** was attended by a fine array of sports champions, well-known artists, celebrities and VIPs from worldwide.

Among this year's guests were: from the sporting sector the WSLA Awarded of the past edition off-road racing driver **Jutta Kleinschmidt**, President of the Cross Country Rally Commission; racing drivers **Stéphane Richelmi, Augusto Farfus, Bruno Senna**, whose family received last year the "WSLA Posthumous Award" in the name of Ayrton Senna; the new generation with the 10yrs old Official driver of JB17 Team **Louis Castellini** ; **Raul Carrillo Rodriguez**, Director of Medicine and Applied Sciences of CONADE (Mexico's National Sport Commission).

An Official Hungarian Delegation in honor of the "WSLA Posthumous Award to Ferenc Puskás" included the former President of Hungary **Pal Schmitt** ; **Lórinç Mészáros**, President of Puskas Academy ; **György Szöllosi**, Official Ambassador for Puskas Affairs of Hungary ; **Sandor Berzi**, Vice-President of the Hungarian Football Federation ; **H.E György Károlyi**, Ambassador of Hungary to Paris ; Puskás Family with his great grand-daughter **Ane De Juan Damborena** and his grand-daughter **Reka Damborena Puskás**; football champion **Amancio Amaro**, official representative of Real Madrid and teammate of Ferenc Puskas.

From the entertainment sector the American movie producer and director **Julius R. Nasso**, which has been awarded in this occasion with a **Lifetime Achievement** in recognition of his worldwide successful martial arts and action movies with Warner Bros and for his work in the entertainment sector. The prize has been created by the artist **Ivan Rando**, Lugano. Nasso attended with the international operatic tenor **Vittorio Grigolo**.

From the institutional field **H.E. the Ambassador of Italy Cristiano Gallo** ; **Bernard Gonzales**, Prefect of the Alpes Maritimes French region; **Emanuele De Filippis** of the Office of the Italian President Sergio Mattarella; **Christine Barca**, General Secretary of Fight Aids Monaco founded by **Princess Stephanie of Monaco**.

As well the designer **Elena Sivoldaeva**; sopranos **Ilaria Della Bidia** and **Leila Brédent**; film producer **Giovanna Bruschi** with movie music composer and orchestra director **Rodolfo Matulich**; **Mario Koss**, President of the Berlin PresseBall; fashion designers **Seyit Ares, Stefania** and **Silvia Loriga** of **Eles Italia, Fabiana Gabellini**.

On the over 50 meters long Red Carpet was exhibited the "**Pantheon of the World Sports Legends**" which reunites **the handprints of the Awarded created in previous editions** during the "Handprints Show" with the international artist **Marcos Marin**. Official Artist of the **Foundation of HSH Prince Albert of Monaco**, he also conceived the *Oscar* "statuette" and decorated the Red Carpet with the works "**WSLA Art meets Sport**".

As well a *Memorabilia* in honor of Ferenc Puskás was displayed.

Photo Shooting Sets were created on the Red Carpet by Official Partner **Century Time Gems** and Partner **Mongrip**.

The Menu was expressly created by **Didier Aniès**, 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 program featured on **6 December the Media Day**. At the Fairmont Monte Carlo from 11,30am to 6pm took place: the **WSLA Talk Show** "Sporting Stars: The Men or the Women behind the Champion" and "Show, Art and Fashion" hosted by **Lorena Baricalla**; the **Handprints Show** for the creation of the champions' handprints with artist **Marcos Marin**; and the **Art Show** put on by **Century Time Gems**, Official Partner of the event.

Then, the **Official Press Conference** was held in the late afternoon in the **Salon des Princes** at the prestigious **Automobile Club de Monaco**, followed by a **cocktail**. The day concluded with the **Awarded Dinner** at the **Automobile Club de Monaco's** exclusive restaurant.

On **7 December the Award Ceremony and Gala Dinner-Show** preceded by the **Red Carpet with Cocktail** was held in the **Salle D'Or and Crystal Gallery of the Fairmont Monte Carlo**.

The prestigious evening ended with the **After Ceremony Red Carpet** and the **WSLA Party** at the **Sun Casino Lounge**.

The WSLA is an event which is enjoying ever greater success, and only three years since its inception, it is worth noting that on its 14 social networks and web channels, the Oscars of Sport attract round **4,900,000 unique views per year**.