

Boero to sponsor Grand Finale of the 2022-23 Ocean Race

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Italy's Boero YachtCoatings has been named the official sponsor of The Ocean Race: Genoa, The Grand Finale 2022-23.

The round-the-world sailing race will be going to Genoa, Italy, for the first time in its history, for its final leg. The event will take place from 24 June to 2 July 2023, after 32,000 miles and six stopovers around the globe.

"The company is proud to be at the side of this wonderful adventure," says Giampaolo Iacone, general manager of Gruppo Boero. "Our partnership with Genoa The Grand Finale is rooted in our deep connection with the city and in the values that unite the company to The Ocean Race; namely innovation, historicity and sustainability.

"Boero YachtCoatings is a brand of the Gruppo Boero, a company that originated in Genoa and that, in its almost 200 years of history, has always been careful to give back to the area what it received, balancing the impact of its activities with initiatives dedicated to the city and to strengthening the social fabric."

Supporting an international-level event such as The Ocean Race is a great opportunity for Boero YachtCoatings, which boasts more than 700 superyachts painted worldwide. The event will allow it to engage Italian and foreign customers and strengthen the brand's visibility in the countries of reference, underlining the link between the brand, the world of sport and the sea.

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