



Banca Popolare di Sondrio

PRESS RELEASE

THE BANCA POPOLARE DI SONDRIO IS NOW THE EXCLUSIVE PARTNER OF MYLIVIGNOPASS -A NEW CARD TO ENJOY THE BEST OF LIVIGNO

Banca Popolare di Sondrio is pleased to announce a new exclusive partnership with **MyLivignoPass**, an innovative card launched by Livigno Next – the company responsible for the promotion and development of tourism in Livigno. The card has been designed to assist residents, employees and visitors to enjoy benefits and easier access to the numerous services and activities offered in the area

MyLivignoPass will make it possible to enjoy Livigno in a simple and sustainable way with access to local public transport and the cross-country skiing areas as well as allowing visits to museums and cultural sites. The card also gives the holder priority in making reservations for the many events organised locally. Residents can use the card for the Munt Tunnel going into Switzerland.

The card will be available in both digital and non-digital formats. The services available can be visualized and loaded directly onto the card via the App assuring personalized intuitive ease of use. The project is further enhanced by a loyalty programme which allows MyLivigno Pass users to earn points with each use of the card; points which can be converted into benefits and exclusive services.

“MyLivignoPass represents a new way to experience Livigno: a card that brings together simplicity, innovation and privileged access to the most authentic experiences in our area” commented Luca Moretti, president of Livigno Next “ the card has been developed with everyone in mind, for residents, to enable them to experience easier mobility and make better use of the services available; for tourists and visitors for whom we want to provide authentic, unforgettable experiences. The card will allow them to do so like never before and is the key to enter the heart of our community through skilfully designed, often exclusive experiences; to access all that makes Livigno unique: nature, sport, culture, tradition and hospitality – a recipe that makes each visit really special. For our community it represents a step into the future, a future in which digitalization and exclusive services become an integral part of our welcome and quality of life. Livigno thus strengthens its vocation to become an internationally recognised visitor destination, blending tradition and innovation and offering an ever-more complete and distinctive experience.”

This initiative reinforces the role of the Banca Popolare di Sondrio as an active strategic partner in the development of the areas in which we operate and this assumes greater significance in the light of the forthcoming **Winter Olympic Games Milano-Cortina 2026** which will see Livigno as one of the local hosting communities

*“The partnership with MyLivigno Pass represents for us an important opportunity to support the local community and provide added value to the many visitors who choose this tourist destination.” stated **Pierantonio Nolo Belina, Condirettore Centrale di Banca Popolare di Sondrio.** Livigno is an area in constant evolution and, given the forthcoming Olympic Games in 2026, we aim to make our contribution to offering a showcase at an international level by offering efficient innovative services that reflect our way of being a bank. Through this collaboration, Banca Popolare di Sondrio reinforces its role as a strategic partner for the area ,supporting solutions that provide incentive to economic growth and social development”*

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Company Contacts

Public Relations

Giuseppina Bartesaghi

0342-528.467

mina.bartesaghi@popso.it

Image Building

Cristina Fossati,

Denise Recchiuto

02-890.11.300

popso@imagebuilding.it