



Banca Popolare di Sondrio

PRESS RELEASE

FROM THE VALTELLINA TO THE WORLD SKI SLOPES THE BANCA POPOLARE DI SONDRIO TEAMS UP WITH CHAMPION SKIER ELENA CURTONI

At the basis of this partnership lies a shared strong bond with our territory and its values.

The **Banca Popolare di Sondrio** is delighted to announce the launch of a prestigious partnership with the Alpine Skiing champion, Elena Curtoni. From today, the Valtellinese athlete becomes the alpine- based banking Group's ambassador, fully sharing and personifying those values that link us to our origins- passion and commitment; values which have always distinguished the 'BPS' and rendered it special.

"We have always held our area close to our hearts, as too its authentic examples of talent and determination. We are proud to welcome Elena into our large family in the certainty that her sporting journey and her values may be a source of inspiration to our community as we look forward to that great event which will be the forthcoming Winter Olympics, MilanoCortina...Valtellina" - commented **Mario Alberto Pedranzini, CEO and General Manager of the Banca Popolare di Sondrio.**

The partnership with Elena Curtoni represents a concrete example of the BPS' commitment to offer support in the sporting world and more specifically to athletes who, by their example, contribute to raising the profile and image of the Valtellina on the international stage. Elena was born in Morbegno in 1991 and in the course of her career has attained three victories and twelve podium positions in the Skiing World Cup.

Among her most significant accomplishments one cannot forget the amazing gold medal in the Super 'G' in the Junior World Championships in 2009 in GarmischPartenkirchen. In the 2021-2022 season, Elena was placed second in the World Cup Super G general classification showing on the slopes that same commitment that the Banca Popolare di Sondrio shows in supporting local excellence.

Sondrio, February 28, 2025

Press contacts:

External relations

Giuseppina Bartesaghi

0342-528.467

mina.bartesaghi@popso.it

Image Building

Cristina Fossati,

Denise Recchiuto

02-890.11.300

popso@imagebuilding.it