

Bologna, 25 May 2015

UNIPOL GROUP THE MAIN SPONSOR OF THE 11th EDITION OF THE BIOGRAFILM FESTIVAL

For the 4th consecutive year Unipol will support the event to be held in Bologna from 5 to 15 June

The Unipol Group renews its support for the Biografilm Festival, the first international cinematographic event entirely devoted to biographies that this year will celebrate the theme *Vite connesse – Dalla fine della privacy al sapere collettivo* (Connected lives – from the end of privacy to collective knowledge), a modern reflection on how people tell their life stories in the age of digital reproduction, including the challenges and new opportunities with a particular focus on the issue of privacy.

Biografilm Festival, now in its eleventh edition, among various initiatives also includes an International Competition featuring ten premieres from around the world: films from Chile to France, Denmark, Greenland, Iraq and Ukraine will compete in the **Best Film Unipol Award | Biografilm Festival 2015**. In addition to Main Sponsor of the Festival, the Unipol Group is also "Proud Sponsor" of the *Guerrilla Staff*, a team of young volunteers and film enthusiasts who have the desire and curiosity to actively participate in the organisation of Biografilm. The strength and passion of these young people are crucial for the realisation and success of the Festival itself.

The reasons and objectives that link the Unipol Group to the Biografilm Festival arise not only from the wish to support a festival promoting cinema through events of great artistic value made available to the general public, but also from the social roots of the Group in the Emilian capital. Indeed, the **Unipol Auditorium** of Porta Europa, today a place of reference for culture in Bologna, will be the venue for the opening Gala of the Festival on 4 June. This prestigious event will host the first screening, after the Cannes Film Festival, of *Steve McQueen: The Man & Le Mans* by John McKenna and Gabriel Clarke one of the most anticipated films of the upcoming movie season.

With this sponsorship, the Unipol Group once again confirms its desire to participate in the cultural and artistic life of the city of Bologna, where it was founded and has its registered office, in line with its values and with the belief that the economic development of the company must progress also accompanying and supporting the cultural and social growth of the community in which it operates.

For the Unipol Group, thinking of people's future also means thinking of what they love: culture.

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Unipol Gruppo Finanziario S.p.A.

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