

PRESS RELEASE

CATTOLICA ASSICURAZIONI AT NORTH CAPE WITH THE FIRST ITALIAN TV FORMAT FOR OVER-60S

From Norway to North Cape on two wheels: during the mission, the programme's four protagonists enjoyed travel risk and individual protection thanks to the Cattolica&Viaggi travel insurance policy

Verona, 23 April 2018. Cattolica Assicurazioni is the sponsor of Nordkapp Adventures "Over 60 no limits", the first Italian television format featuring senior citizens, which airs tomorrow (24 April) at prime time on Marcopolo (channel 222 DTT).

Four brave travellers, united by a passion for motorcycles and extreme adventures, set out on a journey of more than 10,000 kilometres from Norway to North Cape, defying the cold, bad weather and fatigue far from home. An extreme journey, a "wild" experience, faced with serenity and freedom thanks to **Cattolica&Viaggi travel insurance protection**, which the company made available to the travellers.

Cattolica Assicurazioni guarantees its customers security and makes them the true protagonists in its daily commitment. In this spirit, Cattolica has chosen Nordkapp Adventures, a new format to communicate important values such as defending nature, the beauty of challenge, team spirit and tenacity when working towards goals.

Riccardo Piazzoli, Leonardo Pezzoli, Bruno Cappelletti and Corrado Borghi are the protagonists of the show, presented by speaker and voice actor Marco De Domenico and broadcast at prime time every Tuesday. The episodes see the brave motorcyclists cross the ice of Norway, departing from Oslo and passing through other provinces in the Scandinavian country including Trondheim, Mo i Rana, Fauske, Narvik, Tromsø, Kilpisjärvi, Alta, and Honningsvåg, until reaching North Cape.

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