



WORLD MASTERS GAMES FEVER GROWS!

Edition 1: 8 November, 2012

Here in Europe, winter is coming, but the fever for the 2013 edition of World Masters Games – August, from 2th to 11th in Torino - grows. Organization is working hard to guarantee all the information and an easy registration for the athletes, who will be coming from all over the world.

The “Masters” world is incredibly huge, various and above all ready and aware about the experience that Torino will provide in the next European summer.

People from all around the world are already continuously sending requests for information, which is showing a great passion for Master sports. Enthusiasm, emotion that sport gives and wellness are the most important characteristics of “Master People”: in these days they are planning to take part of the next edition of World Masters Games.

None of athletes will come just for the race. Everyone wants to win, both “pro” who have just left the agonistic activity and all the others in “M90” category. Win in sport, win in life. This is the “claim” of the World Masters Games fever. This is what we are going to tell you from now till the Games Opening Ceremony and throughout competition!

WORLD MASTERS GAMES: THE NUMBERS SAY IT ALL

Edition 2: November 26, 2012

For the entire staff of the World Masters Games, November is proving to be an amazing month! The enrolment 'meters' are fairly spinning round and requests for information are coming in from all over the world. Torino is rapidly preparing itself to experience yet another exciting sporting occasion, confirming its 'inspired' status in this regard. During the month of August 2013, thousands upon thousands of 'masters' athletes will converge on Piedmont, for an opportunity to express their greatest passion: sport for all ages. Let's get back to the numbers, which are continually rising and which demonstrate the growing interest that athletes are taking in this world level event. There are 29 disciplines and all are showing significant increases in the number of applications for enrolment. Pride of place at the moment goes to soccer, athletics, swimming, canoeing, basketball, volleyball and also softball, which was a pleasant surprise in terms of the interest and the requests to participate. Also extremely interesting are the numbers for cycling and triathlon.

The numbers are continually changing, their daily increases being driven by the Internet. Communication via the Internet (<http://www.torino2013wmg.org/>) and our presence on the social networks (Facebook Torino 2013 wmg; Twitter <http://twitter.com/Torino2013wmg>), is an essential vehicle for reaching fans and keeping them up-dated on the activities and on the progress being made in the lead up to the Games. It is proving to be a tremendous driving force and is providing excellent feedback, creating interest, news, and even discussions, which can only be positive.

But, here are a few interesting facts that have come out of the enrolments currently taking place: At present, the athlete who we could say is the ultimate 'master' and hence at the top of the rankings, is a brilliant American lady born in 1922, who will be taking part in the swimming competition. On the other hand, the youngest athlete is in canoeing and is a 27 year old (in canoeing the limit is 27 years of age by 31 December 2013) who also comes from the United States. The statistics also relate to companions, who must also be enrolled, and in this instance the absolute youngest is a 6 year old Australian who will accompany an athlete on the adventure of a lifetime at the World Masters Games.

Finally, some information about the nations of origin of the athletes who we will be cheering on next year in the various sports facilities in and around Torino. Up to today, November 26, there are athletes from 33 countries enrolled and at present Canada is in pole position due to the sizeable number of its athletes enrolled. Close behind the Canadians, there is a crowd of Australians and Americans, but commendable numbers have also been enrolled from countries such as Brazil, New Zealand, Germany and, naturally, Italy. This is so truly a worldwide event that a mention must also be made of the sole athletes, as of now, participating from Moldavia, Malaysia and India.

The World Masters Games' worldwide rainbow is becoming more and more colourful. It is an occasion not to be missed, an event in which you must join in!