

PlayMore!



ABOUT US

NON PROFIT ORGANIZATION

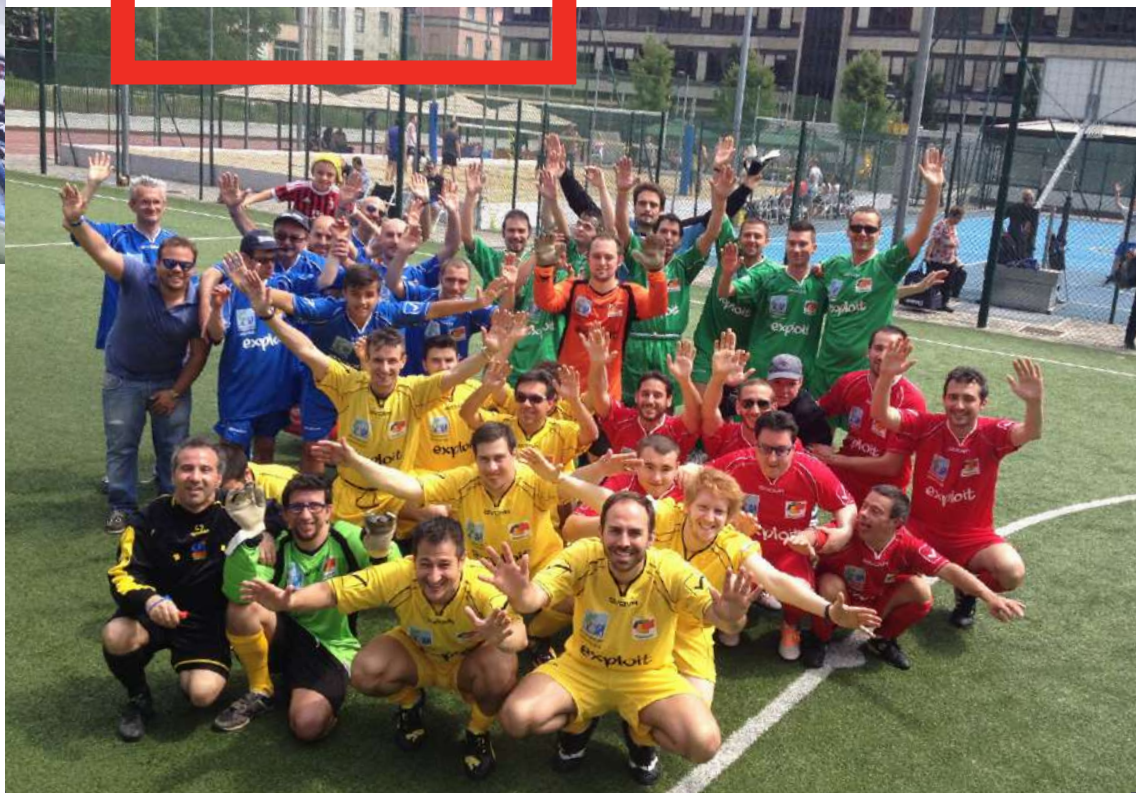
Founded in 2010

MISSION

Promote

SPORT
PARTICIPATION
WELL-BEING

for all



TIMELINE

2010 FOUNDATION

The PlayMore! non profit organization is born in Milan

2013 SPORT CENTER

The Municipality of Milan grants the management of the Moscova Sport Center to PlayMore!



2014 1° IN ITALY

The Ministry of Equal Opportunities chooses PM! as the best sport and social inclusion project in Italy



2016 PLAYMORE! SPORTS HALL

PlayMore! builds an indoor facility dedicated to the promotion of sports for all



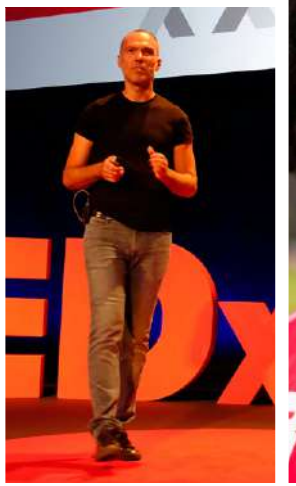
2017 CHAMPIONS LEAGUE

ADIDAS selects PlayMore! as the official sport center of the UEFA Champions League Final played in Milan



2019 TED TALK

PlayMore! is invited to present its story at the Italian TED Talks, hosted at the Dal Verme Theater in Milan



2024 AWARDED IN EUROPE

The PlayMore! project RunChallenge, in partnership with the European Union, launches in 5 new capitals: Madrid, Berlin, Helsinki, Bratislava, and Thessaloniki





INTERNATIONAL PROJECTS

Helsinki

Berlin

Bratislava

Madrid

Milan
Verona
Parma
Bologna
Naples
Cagliari
S.B. del Tronto

Thessaloniki



SPORT CENTER

Area of
4.000 sqm

In the heart of
MILAN
Via della Moscova 26

200.000+
Visitors per year



ACTIVITIES

PITCHES

3.500+
HOURS PER YEAR

offered free of charge to public schools and, for the general public, at market rates

COURSES

2.000+
PARTICIPANTS

children, teenagers and adults of all abilities, cultures and social conditions

PROJECTS

10+
SOCIAL PROJECTS

to make sport accessible, in a welcoming environment for everyone

PLAYMORE! COURSES

ADULTS

PowerTraining
Fit4Fun
Postural Gymnastics
Yoga
Pilates
Country Line Dance
Swing Lindy Hop Dance
Latin American Dance
Beach Volley
Soccer
Basketball
Roller Skating
Fitness
Zumba
Running & Walking

CHILDREN AND TEENAGERS

MultiSport
Soccer
Fit4Fun
PowerTraining
Parkour
Beach Volley
Running & Walking
Capoeira
Judo
Basketball
Tennis
Roller Skating
X-Games
PlayChampions
LevelOne












WeSport



SINCE 2017

FREE SPORTS ACTIVITIES

PARTICIPANTS

People with socio-economic vulnerabilities

WESPORT

Over 700 sports courses and activities provided free of charge, or at reduced rates, for low-income families and individuals with special needs







225
SPORTS ACTIVITIES
free courses, summer camps, tournaments, medical check-ups and family support services

229
RUNCHALLENGE
free walking and running courses with social events

113
SPORT4ALL
multidisciplinary courses at reduced rates for people with disabilities

143
UNITED
free sports courses bringing together migrants and locals on the same pitch

SuperLeague



SINCE 2010

VISIT THE WEBSITE

www.super-league.it

INCLUSIVE MULTISPORT EVENTS

PARTICIPANTS

People with disabilities, migrants and company employees

SUPERLEAGUE

Inclusive sport events played by people with disabilities, migrants and company employees, together on the pitch to live a special experience!







245
TRAINING SESSIONS
yearly from June to September

30+
INCLUSIVE TOURNAMENTS
played by mixed teams formed by non profits and companies

3.000+
PLAYERS
and supporters involved in the project since 2010

FLEXIBLE FORMAT
in single-company or multi-company version



RunChallenge

SINCE 2016

VISIT THE WEBSITE

www.runchallenge.org

RUNNING, WALKING, ROLLING ...FOR ALL!

PARTICIPANTS

Open to all with a special attention to people with fragilities

RUNCHALLENGE

Inclusive project where people with and without vulnerabilities share sporting and social experiences: running and walking trainings, races, social evenings, and much more







14
RC> POINTS
in Milan, Berlin, Madrid, Helsinki, Cagliari, Naples, Bologna and other cities

4.500+
PEOPLE
involved in the project since 2016

MILANO MARATHON
CORPORATE OR PRIVATE RELAYS
with fundraising activities to support the project

1.120
TRAINING SESSIONS
every year



SINCE 2015

INCLUSIVE & MULTICULTURAL SPORTS

PARTICIPANTS

Migrants
and locals

UNITED

Soccer, basketball, beach volley, and fitness activities where migrants and local athletes participate together in mixed groups







2.500+
PLAYERS
involved in the project since 2015

65+
NATIONALITIES
participating in the project

140
TRAINING SESSIONS
free of charge from September to June

50+
ORGANIZATIONS
active in the United Network

Sport4All



SINCE 2019

COURSES FOR ALL

PARTICIPANTS

People with or without disabilities

SPORT4ALL

Multidiscipliary sport courses in which people of all abilities and ages are welcome







7+
SPORTS
soccer, beach volley, zumba, MultiSport, running and more

685
TRAINING SESSIONS
held annually for mixed groups

983
PARTICIPANTS
involved in the project since 2019

28
ORGANIZATIONS
active in the S4A network

PlayMore!

WHO PLAYS WITH US?

VOLUNTEERS

INSTITUTIONS

COMPANIES

ATHLETES

NON PROFITS





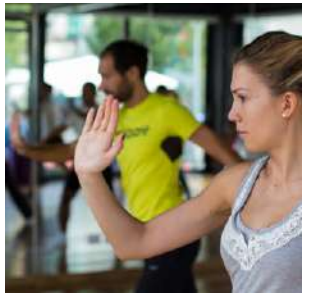






VISION PARTNERSHIP

Our vision is to encourage people of the world to play more,
expressing the best version of themselves in loving harmony with one another.





Together with our partners, we strive to develop

LONG-TERM COLLABORATIVE RELATIONSHIPS
THAT GENERATE A MEANINGFUL AND LASTING SOCIAL IMPACT

both for individuals and for the community.













PlayMore!

Non Profit Organization

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For more info visit
www.playmore.it