



WRF Senior World
RAFTING
Championships
Valtellina | Italy | 2023



PR and Communication

Where there are opportunities to collaborate, celebrate and showcase the 2023 WRF World Rafting Championships across your own aligned PR / Media opportunities, please consider using one or more of the key messages.

Key messages

- The 2023 WRF World Rafting Championships in Valtellina will bring **more than 30 Nations and 100 teams together for the first time** to create a mega event as well as delivering key policy ambitions and acting as a catalyst for transformational change.
- The 2023 World Rafting Championships will create the biggest rafting worldwide event ever held. It will be held in **2 venues and locations in Valtellina** (Sondrio and Piaveda – Boffetto) to ensure a unique approach, **bringing positive impacts and benefits** to the whole area.
- Delivered in collaboration between the **WRF, Federazione Italiana Rafting, Indomita Adda Viva Valtellina, Sondrio City Council, Piaveda City Council** and several partners create a blueprint for future editions by ensuring the inaugural event is authentic, innovative and distinctive.
- Taking place across 7 days **from June 26th to July 2nd 2023**, this historic and innovative event will be a unifying must see, must attend, must watch event, uniting athletes and spectators by bringing multiple rafting disciplines together
- The Championships will showcase the power of the rafting as a tool for sport, transport and recreation, engaging the global rafting community as well as **reaching new audiences for rafting** through the influence of a major event.



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Notes to editor

The most awaited appointment for rafting and extreme sport lovers is almost there: the **WRF World Rafting Championships 2023**, organized this time by the World Rafting Federation, Italian Rafting Federation and the Adda Viva Indomita Valtellina River in Valtellina, in the heart of the beautiful Italian Alps.

This year the competition will see about **450 athletes of the best rafting teams from all over the world**, to compete for the title of “World Champion”.

The event will be held in Valtellina, Lombardy, in northern Italy - on the waves of the river Adda where many canoeing events of continental and worldwide interest have been organized in the past including the **2014 ICF World Canoeing Championships**. The competitions will take place from 26th June to 2nd July in different specialties, including the Downriver, the Slalom, and RX: the specialty in which two teams will compete simultaneously in the same section of the river to win the victory. The Rafting World Championship is an exciting and spectacular event that attracts many fans of this extreme sport.

All the competitions will be followed **live and broadcasted online on the official channels of the World Rafting Federation (@worldrafting)** as far as all the media, contents and results.

At the moment **more than 30 Nations are already registered**, from all over the globe. The challenges of rafting, together with the natural beauty of the places where the competitions take place, will once again make this appointment a unique experience for anyone who loves adventure and adrenaline.

Please refer to the 2023 World Rafting Championships – Key messages and notes when writing or talking about the championships. This guide has been created to keep a clear and consistent message across channels, no matter the audience.