



WRF Senior World
RAFTING
Championships
Valtellina | Italy | 2023

Media Tool Kit
#WorldRafting





2023 SENIOR WORLD RAFTING CHAMPIONSHIPS – VALTELLINA, ITALY

From 26th June to 2nd July 2023 the WRF World Rafting Championships will be hosted in Valtellina, Italy. It will be the biggest rafting event in history, bringing together for the first time more than 35 Nations into one mega event.

Participants and partners are encouraged to help promote both the event as well as celebrate the #WorldRafting through use of this digital toolkit which has been developed to help you maximize the opportunity through a range of assets and ready-to-use content.

The Logo

The logo has been designed to inspire people to celebrate and practice rafting sport.

From websites to social media, email signatures to flyers, use the free-to-use logo across your own promotions, communications and assets as a great way to enable and encourage more people to follow the event.

You can download the [event logo](#) and the [WRF logo](#).

PR and communications

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 33 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



Piateda – Boffetto) to ensure a unique approach, bringing positive impacts and benefits to the whole area.

- Delivered in collaboration between the WRF (@worldrafting), Federazione Italiana Rafting (@federrafting), Indomita Adda Viva Valtellina, Sondrio City Council, Piateda 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 26 June to 2 July 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.

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 Champions”.

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 33 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.

Provisional Starting List: at this [link](#)

Media

From websites to social media, use the free-to-use WRF media across your own promotions, communications and assets as a great way to enable and encourage more people to follow the event.

- Photos: at this [link](#)
- Videos: at this [link](#)

Results

Results will be uploaded daily at this [link](#)

Key channels

There a number of social media channels worth following, hashtags to use and links to be aware of:

- follow World Rafting on [Facebook](#)
- follow World Rafting on [Youtube](#)
- follow World Rafting on [Instagram](#)
- follow World Rafting on [Telegram](#)

Event hashtag

#WorldRafting

Useful link:

www.worldraftingfederation.com



Social initiative

Changing the world one tree at a time with OneTreePlanted!

The power of sport in promoting **environmental sustainability and forest conservation** is undoubtedly enormous. In recent years, more and more athletes, teams and sports organizations have joined the cause of OneTreePlanted, a non-profit organization dedicated to planting trees around the world to restore forests, protect wildlife and fight climate change.

Athletes' commitment to environmental sustainability is nothing new, but **OneTreePlanted** has been able to make the most of this potential. The organization has created an online platform that allows athletes and sports enthusiasts to support the cause of reforestation through donations, challenges and crowdfunding campaigns. Many professional athletes have already shown their support for OneTreePlanted, using their visibility to raise awareness of deforestation and the need for action to protect forests.

But it's not just professional athletes who support OneTreePlanted. Sports teams and organizations of all levels are also embracing the cause of reforestation.

The World Rafting Federation on the occasion of the WRF World Rafting Championships 2023, as for the previous one in 2021, is honored to support the reforestation project - this time in Uganda - by planting 1 tree for every athlete participant in the event.

We now want to direct to every athlete, we have chance through the sport we love to raise awareness of the need to protect forests and take action against climate change. Athletes, teams and sports fans can all do their part to support this cause, helping to create a more sustainable future for all.

Check out the website for more: <https://onetreepanted.org>