

## LaLiga Genuine kicks off at PortAventura World with a day to raise awareness about inclusive sports and leisure

- PortAventura World welcomes the 46 teams participating in the tournament on a unique day of coexistence at the resort
- For the first time in the history of LaLiga Genuine, the players enjoyed a day out at PortAventura World before the new season, which will start on Saturday 18 November
- The PortAventura Foundation and the LaLiga Foundation took advantage of the occasion to hold the conference “Leisure and sport as tools for the inclusion of groups with functional diversity”, which took place at the resort’s convention centre



**PortAventura World, 17 November 2023.-** PortAventura World welcomes the 46 teams participating in the iconic LaLiga Genuine tournament, the football competition organised by the LaLiga Foundation that promotes the integration of people with disabilities in the world of sport, on a day which put inclusion and the celebration of diversity in the spotlight.

For the first time in the history of the competition, which celebrates its sixth edition this year, players can enjoy a day of coexistence and fun at PortAventura World, which is also one of the competition sponsors. The teams take this chance to get together before starting the 2023/2024 season, which will begin on Saturday 18 November in Salou, with Nàstic de Tarragona as the host club.

Furthermore, the PortAventura Foundation and the LaLiga Foundation wanted to take advantage of this opportunity to organise in the morning the conference “Leisure and sport as tools for the inclusion of groups with functional diversity”, which was held at the PortAventura Convention Centre with the assistance of prominent personalities and organisations that discussed leisure, sports and functional diversity in two roundtables.

The roundtable “LaLiga Genuine: a success story” featured contributions from Clemente Villaverde, president of the LaLiga Foundation; Ramón Marsal, president of the PortAventura Foundation; José María Andreu, Brand and CSR director of Nàstic de Tarragona; and Marta Montserrat, mother of one of the Barça Foundation players.

The second table, “Leisure and sports as tools of change”, was formed by Sergi Padilla, manager of the PortAventura Foundation; Pedro Suñén, head of the Real Zaragoza Foundation; Osvaldo Márquez, coach of Valencia CF Genuine; and Max Roures, founder of Dinder Club.

**David García, managing director of PortAventura World**, expressed the emotion and pride resulting from the resort’s participation in the LaLiga Genuine project. “It is an immense honour for us to once again be part of this wonderful project. Here at PortAventura World, we firmly believe that leisure and sport are powerful platforms to promote inclusion and celebrate diversity in our society. We sincerely hope that each player has enjoyed their day at our resort to the fullest. Our team has worked with enthusiasm and dedication to ensure that this experience is memorable. We want everyone to always feel welcome here and for PortAventura World to be a place where they can celebrate their triumphs and share special moments. We look forward to continuing to be a part of their diverse and successful stories in the future!”

PortAventura World’s collaboration with LaLiga Genuine, which began in 2021, aims to promote the personal and professional development of people with intellectual disabilities, as part of the commitment of both companies to society in promoting inclusive leisure.



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## **About PortAventura World Parks & Resort**

*PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 28-year history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort operates 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels), and has 2 hotels under management offsite, totalling nearly 2,700 rooms, as well as a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park, Ferrari Land Park, the only of its kind in Europe, and a water park that is a leader in Europe, with a range of world-class attractions. In December 2022 it received B Corp certification, which recognises the company's work in terms of sustainability, social responsibility and good governance.*

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