

PRESS RELEASE

**THE SERIES "ALÈ EUROPE" IN STREAMING FOR FREE ON  
CHILI FROM APRIL 27: SPORTS CHAMPIONS TELL ABOUT 12  
SUCCESSFUL EUROPEAN PROJECTS**

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- "Alè Europe," a series produced by **Red Carpet**, an **ILBE Group** company, consists of 12 episodes, **distributed for free streaming on CHILI on a weekly basis, starting tomorrow, April 27;**
- Starring 14 sports champions: **Martina Carraro and Fabio Scozzoli, Daniele Cassioli, Monica Contrafatto, Marco Di Costanzo, Giorgio Minisini and Linda Cerruti, Michela Moioli, Vincenzo Nibali, Antonella Palmisano, Manuel Pasqual, Letizia Paternoster, Enza Petrilli and Gaia Sabbatini;**
- *Alè Europe* is the first sports project belonging to the entertainment sector to win the European "Call for proposal - Support for information measures relating to the EU Cohesion Policy."

**[Trailer link](#)**

**Milan, April 26, 2023** - Starting tomorrow, **April 27, in free streaming on the CHILI platform**, sports champions are the protagonists of the series "**Alè Europe**," **an original and unprecedented format in 12 episodes**, a clear reference to the stars on the flag of the European Union.

The 14 athletes involved represent Italy from North to South: Olympic champions, Paralympians and athletes who symbolize Italian sports. Over the course of the episodes, they tell their stories, discovering unexpected points of contact with successful projects made possible thanks to European Union funds: stories of the rebirth of places and monuments, the redevelopment of areas, scientific research, new technologies, associations and events in areas of Italy where they grew up or with which they have a special connection.

The series, produced by **Red Carpet**, an **ILBE Group** company, is the first ever sports project belonging to the entertainment sector to win the European "Call for proposal - Support for information measures relating to the EU Cohesion Policy," and was developed with financial support from the European Union.

**The first episode, available from tomorrow on CHILI**, will feature **Giorgio Minisini** – winner, among other awards, of the gold medal at the Rome 2022 European Championships in the debut of Technical Solo Synchro – and **Linda Cerruti**, an icon of artistic swimming, and will be set in Savona in the **Liguria Region**. The project told is "QualiPorti," which aims to increase the protection of marine waters in marinas through the implementation of an action plan for waste disposal in port basins.

The remaining 11 episodes will be released on CHILI for free on a weekly basis **every Thursday from May 4 to August 13, 2023**.

"Alé Europe" is a series **intended for the general public**, for younger people who have yet to make their way to conquer their personal goals, and for those, on the other hand, who have already achieved goals but wish to open themselves up to new perspectives in order to never stop improving. Thus, the story of **falls and rebirths of great champions** unravels in parallel with the **story of successful projects made possible thanks to European Union funds**, confirming how, today more than ever, sport is a universal key to discovery, of self and other and of new worlds.

Among the stars: **Martina Carraro** and **Fabio Scozzoli** (multi-titled swimmers and a couple in life), **Daniele Cassioli**, (the greatest Paralympic water skiing champion of all time), **Monica Contrafatto** (Paralympic bronze medalist in the 100 meters in Tokyo and military), **Marco Di Costanzo** (Olympic bronze medal rower), **Michela Moioli** (Olympic champion snowboarder), **Vincenzo Nibali** (one of cycling's all-time top champions), **Antonella Palmisano** (reigning Olympic champion in the 20-kilometer march), **Manuel Pasqual** (former Fiorentina soccer team captain), **Letizia Paternoster** (world champion track cyclist), **Enza Petrilli** (Paralympic silver medalist archer) and **Gaia Sabbatini** (talented Italian middle distance champion).

#### **Iervolino and Lady Bacardi Entertainment**

Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, founded by Andrea Iervolino and Monika Bacardi and active in the production of film and television content including, mainly, films, TV-shows, animated web series. The company also operates through its subsidiaries Arte Video S.r.l., Red Carpet S.r.l., Iervolino & Lady Bacardi Studios d.o.o., Wepost S.r.l., and SoBe Sport S.r.l. It is listed on Euronext Growth Milan from 2019 - IT0005380602 - IE - and on Euronext Growth Paris - IT0005380602 - ALIE. In fiscal year 2022, ILBE achieved consolidated revenues of €161 million, EBIT of €21 million, and consolidated net income of €3.5 million; backlog reached €173 million referring to the three fiscal years 2023-2025. [www.ilbegrup.it/com](http://www.ilbegrup.it/com)

#### **Red Carpet**

Red Carpet has been operating since 2008 in the world of entertainment through three lines of business: celebrity management, consulting in ADV, communication & marketing and production



**red carpet.**



of original audiovisual content. Red Carpet to date boasts more than 3,000 guest appearances in more than 1,000 TV programs and events, more than 450 cross-media "brand integration" projects, and more than 50 original productions and branded content, numbers that make it a benchmark for the entire Entertainment & Media industry. Over the years, it has consolidated collaborations with its historical clients such as media centers (e.g., GroupM, Omnicom) and broadcast (e.g., Prime Video, DAZN, RAI) realizing valuable activities for brand clients such as Ferrero and McDonald's, and activated new partnerships with the likes of Kia, Barilla and Poste Italiane.

## **CHILI**

CHILI is a Tech Media Company that has developed a proprietary Over The Top (OTT) platform ([www.chili.com](http://www.chili.com)). With more than 6 million users, CHILI Group ranks among Europe's leading media and entertainment players and directly distributes audiovisual content in five European countries-Italy, England, Germany, Austria, and Poland. Established in 2012 as a streaming platform with the TVOD (Transactional Video On Demand) model, today it also offers its customers AVOD (Advertising Video On Demand) service and the development of OTT platforms through its subsidiary CHILI TECH. The Group consists of 5 divisions focused on B2C and B2B project management.

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