



SAN MARINO  
2017

XVII GAMES OF THE SMALL  
STATES OF EUROPE

## NEWS LETTER

OCTOBER 2016



# We're looking for **volunteers!**

■ The coaches of the sports involved in the San Marino 2017 Games of the Small States of Europe will choose the names of the athletes who will participate in the competitions just a few weeks before the Opening Ceremony on 29 May, but there's a big opportunity for you to be part of the Games without waiting for so long: being a volunteer!





During *Sportinfiera*, the multisport event organised by the San Marino NOC, the San Marino 2017 Organising Committee started the recruitment campaign for volunteers. Radio, TV, newspaper and social network ads, traditional and experimental means of communication have been used to reach the desired number of 800 volunteers. We are looking for teenagers and adults who want to share their passion with hundreds of other people and with the over 1,000 athletes coming from the 9 participating countries. We need drivers, people in charge of facilities, access and traffic, interpreters, assistants and many others. We need teenagers speaking foreign languages and adults with a driving licence. **Play the Games** is the slogan of this event since we want everybody to compete for their own medal, also that for the best organisation! The launch of the campaign arrived by surprise through a flash mob which has involved about a hundred people during *Sportinfiera*, just before the end of the event. They went on the stage without anticipating anything and started to dance with mascot Sammy. The message **Play the Games** was shown at the end of the performance with the letters forming it raised to the sky.



Being a volunteer is very easy. Just fill in the form you find on website [www.sanmarino2017.sm](http://www.sanmarino2017.sm).



**Sportinfiera** coincided with another event linked to San Marino 2017, the launch of the first item of merchandising: mascot Sammy.

## PRELIMINARY ENTRIES

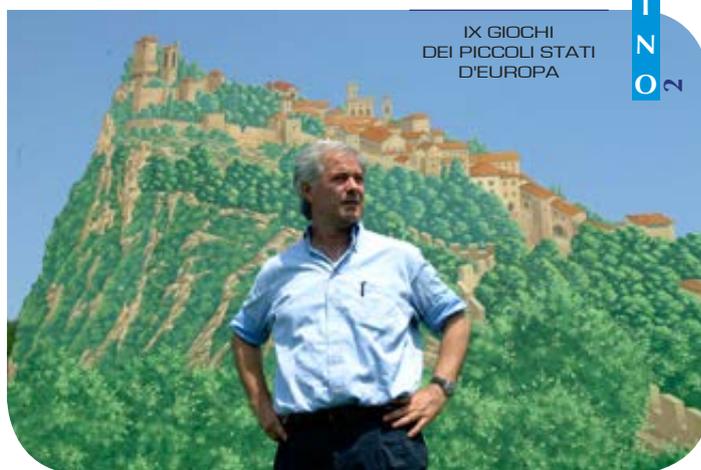
On 29 September, the procedure for submitting preliminary entries to the San Marino 2017 Games of the Small States of Europe was started. The Organising Committee sent all suitable forms to the NOCs of participating countries. Such papers shall be filled in and sent back by 29 November. After such date, then, we will know more about the number of athletes who will be in San Marino from 29 May 2017 divided by country and sport.



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# ALL "TOGETHER" FOR THE OPENING CEREMONY

Once again, Vittorio Picconi will direct the Opening Ceremony of the 2017 Games as he already did in 2001. Vittorio Picconi, from Rome, is a graphic designer and creator of events, who became famous for inventing the logo of Italia '90 World Football Championship. He has always worked with passion in sport and not only there. The subject and programme of the Opening Ceremony are obviously top-secret but the recurrent theme will be the word "TOGETHER". The message is clear: only together we can reach desired goals and only together the nine Small States of Europe can ensure a future to this important event, which has come to its 17th edition but wants to continue for a long time. Just like 16 years ago, the Opening Ceremony will take place at the stadium in Serravalle, which, in the meantime, has been renamed San Marino Stadium.



## THE IMAGES OF THE OPENING CEREMONY OF SAN MARINO 2001



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# Diventa volontario

Partecipa anche tu  
ai Giochi



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[www.sanmarino2017.sm](http://www.sanmarino2017.sm)