



**EA7 EMPORIO ARMANI SUPPORTS *IN EXTREMIS*,
IVANA DI MARTINO'S INITIATIVE AGAINST CLIMATE CHANGE**

Milan, 3rd July 2023 – EA7 Emporio Armani is among the sponsors of *In Extremis - Last run against climate change*, the sports initiative conceived by ultramarathon runner Ivana Di Martino, which aims to raise public awareness on the issue of climate change and promote a culture of sustainability. The collaboration is rooted in shared beliefs and underscores the unwavering commitment of the Armani Group to these issues.

Sponsored by the Municipality of Milan, the initiative will see athlete Ivana Di Martino undertake a journey of 338 km (with 3,400 metres difference in altitude) in Norway, starting from the city of Alta and concluding in Nordkapp. From 4 to 7 July, the ultrarunner will run the equivalent of more than two marathons a day for four consecutive days.

EA7 Emporio Armani will support the athlete by providing her with a technical running kit composed of t-shirt, shorts, leggings, windproof jacket, light padded jacket and caps in fuchsia, white and black. The Ventus7 and Vigor7 garments, designed for high-performance activities and prolonged aerobic exercise, are defined by the responsible use of materials and techniques in order to minimise environmental impact.

The Norway stage will conclude an initiative that has seen the active participation of numerous individuals in recent weeks. Participants used an app to record the kilometres they walked, cycled or ran in order to virtually bridge the distance between Milan and the Norwegian city of Alta and therefore 'accompany' Ivana Di Martino to the starting point of the final phase of her enterprise.

The distance covered so far by people taking part in the challenge has far exceeded the initial target and currently corresponds to three times around the Earth.

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