****

press release no.10

**IEG LAUNCHES THE THIRD EDITION OF RIMINIWELLNESS OFF**

**THE "OFF-SITE" EXPERIENCE BRINGING WELLNESS TO THE LOCAL AREA**

* **The extensive calendar of events was presented on Tuesday 27 by the Mayor of Rimini and the CEO of Italian Exhibition Group.**
* **From May 29 to June 1, coinciding with RiminiWellness, the city and the Riviera will transform into a vast space dedicated to movement and health.**
* **Over 200 free events open to everyone**

*Rimini, 29 May – 1 June 2025* – **Building on the success of previous initiatives, the third** edition of RiminiWellness OFF is set to launch. This "off-site" event, dedicated to the world of fitness and wellness, is promoted by **Italian Exhibition Group (IEG)** and the **Municipality of Rimini**. The project, which is increasingly strategic on the local wellness scene, will run parallel to **RiminiWellness (The Wellness Experience Show, held from May 29 to June 1)** with a rich and diverse programme of events dedicated to physical activity, health, and sports. It will transform the entire urban area and the Riviera into a vibrant, lively, and **dynamic** stage.

RiminiWellness OFF is really an extraordinary opportunity for enhancing the value of the local area and fostering active community involvement, featuring **over 200 events** that will extend beyond the expo centre to embrace the entire city. From the old town to Parco del Mare, all along coast, every space will become the centrepiece of a collective experience filled with energy and sharing.

*"A call to physical activity for everyone—residents, guests, and outdoor sports enthusiasts— that allows us to bring the energy from the expo centre to many areas of the city. This is also an opportunity to showcase the city's redevelopment and urban regeneration. The locations chosen for the 'off-show' programme are designed to enhance the concept of holistic well-being, not just as an active holiday or sporting event, but also as an ideal environment for spending free time*," said **Rimini Mayor, Jamil Sadegholvaad**, during the press conference held at the Town Hall.

As **Corrado Peraboni, CEO of Italian Exhibition Group**, explained*, "RiminiWellness OFF continues to expand the scope of the fair, actively engaging not only the local community but also the numerous visitors expected in the Rimini area." This year's rich calendar, thanks to the synergy between IEG and the Municipality of Rimini, along with the contributions from companies, associations, and sports organisations, extends the event's content to the entire city and the Riviera. This dynamic and inclusive offering, from dawn to dusk, will solidify Rimini's reputation as the capital of physical exercise. A unique opportunity to enhance your well-being by learning new training techniques, allowing everyone to discover what best suits them.*

In this edition, RiminiWellness (**covering 190,000m2**, with **30 halls** and **6 themed areas dedicated to fitness, wellness, sports, and healthy eating**) will bring together international professionals, leading companies, and enthusiasts to offer an updated and comprehensive view of the latest trends in health, movement, and quality of life, all to be experienced. With the slogan "Face Your Shades," it invites each participant to explore new disciplines, transforming their weaknesses into strengths and advantages.

**Some of the RiminiWellness OFF 2025 events:**

**The Adriatic, riding the Sports Wave** - a spotlight on sea and beach sports, featuring practical activities, performances, and demonstrations for all ages, organised by CONI Emilia-Romagna in collaboration with Rimini Yacht Club.

**Lake Marathon -** a 21.097 km half-marathon race on a flat, paved, and fast course, scheduled for May 31 and starting from Bellaria Igea Marina.

**MOAB Court Experience** - a comprehensive format dedicated to the world of basketball, featuring the youth teams of Special Crabs, Riviera Basket Rimini, and Onions Santarcangelo.

**Therapeutic Yoga** - a special event by VaginaVerso, designed to help you connect with your body and rediscover balance and well-being. Sayonara Motta and C-IAYT Yoga Therapist will lead a therapeutic yoga session.

**Wellness in Movement** - using a wireless headset system, a coach will energise each participant by explaining various techniques, with either bodyweight or equipment.

**Wellness Talks by Villa Maria** - three special events dedicated to health and personal well-being, organised by the Villa Maria nursing home in collaboration with the "In case of" pharmacists at the Sun Padel in Rimini.

**Rimini Wellness Off by Cusb Rimini** - featuring functional training, dynamic yoga, tabata, Zumba, circuit training, and Pilates classes.

**Fluxo Sunrise Run** - 5 km walk or 10 km run at dawn, suitable for everyone.

**Fluxo All-In** - an unforgettable evening combining training and entertainment, featuring workout sessions, special guests, and Beer Yoga.

**Fluxo Sunrise Roller** - the most fun skating event of the summer will be back this year, featuring a journey through music and games on wheels.

Check out the **complete and updated programme** of RiminiWellness OFF events here: <https://www.riminiwellness.com/it/eventi-off>

**ABOUT RIMINIWELLNESS 2025**

**Date**: 29 May – 1 June 2025; **event type**: international expo; **organiser**: Italian Exhibition Group S.p.A.; **recurrence**: annual; **edition**: 19th; **open to:** general public and operators; **info**: [www.riminiwellness.com](http://www.riminiwellness.com)



**PRESS CONTACT ITALIAN EXHIBITION GROUP  
head of corporate communication & media relation:** Elisabetta Vitali  
**press office manager**: Marco Forcellini, Pier Francesco Bellini | **press office coordinator**: Luca Paganin | **international press office coordinator:** Silvia Giorgi | **press office specialist:** Mirko Malgieri; Nicoletta Evangelisti | [media@iegexpo.it](http://srvcww.dominio-fiera.local/gestionecww/template/%C2%B4mailto:media@iegexpo.it)

**MEDIA AGENCY RIMINIWELLNESS**

**Naper Multimedia**| Zoe Perna | T. +39 02 97699600 | [zoe.perna@napermultimedia.it](mailto:zoe.perna@napermultimedia.it) | [staff@napermultimedia.it](mailto:staff@napermultimedia.it)

Il presente comunicato stampa contiene elementi previsionali e stime che riflettono le attuali opinioni del management (“forward- looking statements”) specie per quanto riguarda performance gestionali future, realizzazione di investimenti, andamento dei flussi di cassa ed evoluzione della struttura finanziaria. I forward-looking statements hanno per loro natura una componente di rischio ed incertezza perché dipendono dal verificarsi di eventi futuri. I risultati effettivi potranno differire anche in misura significativa rispetto a quelli annunciati, in relazione a una pluralità di fattori tra cui, a solo titolo esemplificativo: andamento del mercato della ristorazione fuori casa e dei flussi turistici in Italia, andamento del mercato orafo - gioielliero, andamento del mercato della green economy; evoluzione del prezzo delle materie prime; condizioni macroeconomiche generali; fattori geopolitici ed evoluzioni del quadro normativo. Le informazioni contenute nel presente comunicato, inoltre, non pretendono di essere complete, né sono state verificate da terze parti indipendenti. Le proiezioni, le stime e gli obiettivi qui presentati si basano sulle informazioni a disposizione della Società alla data del presente comunicato.