

## Golden Palace sponsors Belgian triathlete Caroline Soussigne

Golden Palace Casino & Sports has decided to sponsor Caroline Soussigne, a 28-year-old triathlete who participated in the Iron(wo)man in Hawaii in October 2022. The Group has been supporting the athlete since last autumn and will continue this sponsorship for a full year.

### **Shared values**

It was love at first sight that prompted Golden Palace to commit to Caroline Soussigne. A sponsorship contract was signed in autumn 2022 to support the sportswoman's ambitions.

Caroline Soussigne is a sports physiotherapist from Tarcienne. Born into a sportive family, she started mountain biking **at the age of 7** in the Superbikers mountain bike club, a club created by her father and of which she is now president. She holds **two titles as Belgian cross-country champion**.

Her thirst for discovery and her love of sport led her to triathlon when she finished her physiotherapy studies. She was **coached by her brother**, himself a triathlete. Barely two years after her debut, the young woman has made a name for herself in this sport that combines swimming, cycling, and running.

Resilience, perseverance, surpassing oneself: Caroline seduced Golden Palace above all thanks to her **human qualities**. Throughout a personal and sporting career full of obstacles, the young woman has always given her best. It was after a serious ankle injury in May 2021 that she took on the crazy challenge of returning to competition in September of the same year.

One goal led to another, and Caroline took part in the Ironman in Nice just one year after her injury. During this **qualifying event for the world championships**, Caroline Soussigne gave it her all for more than 12 hours, to finally reach the end and qualify! This event required both physical and mental endurance and, at the end of it, the athlete was ranked 4th in her category.

Then came the **world championship in Hawaii**... 3.9 km of swimming, 180 km of cycling and 42.2 km of walking! It's the dream race for any triathlete. Caroline did even **better than in Nice** in terms of timing as she completed the Ironman in 11 hours 51 minutes and 37 seconds, placing her 44th in her category.

*"In addition to Caroline's undeniable perseverance, many of her other **values** are **appreciated and shared** by our Group: passion, working together as a family, discipline combined with pleasure... And above all, a love of sport! It's a partnership that makes sense and is totally in line with who we are and what we aspire to become," says Daniela Menegalli, CEO of Golden Palace.*

### ***A desire for differentiation***

If Golden Palace decided to support this deserving sportswoman, it is not only for her **human qualities** but also because it is in line with **its desire to promote women's sport**. There is a growing interest in women's athletes and teams. However, women's sport benefits from much **less visibility** and resources than men's sport. With this commitment, the Group hopes to **make a positive impact** with concrete actions.

In addition to this **desire to be a vanguard**, the Group also supports a **lesser-known sport** that deserves to be highlighted: triathlon. This demanding sport requires constant effort combined with an **ability to excel in several areas**. What could be more representative of the Group's ambition and agility in two sectors, sports and casino?

### ***A win-win sponsorship and partnership***

A few months ago, Caroline Soussigne approached Golden Palace **to ask for financial support** because, despite her outstanding level, competitions cost her more than her earnings. For example, a competition such as the Hawaii Iron(wo)man requires a budget of several thousand euros.

In addition to agreeing to support the Belgian athlete in this exceptional competition, the Golden Palace Group has decided to stand by her side **for a whole year**. It sees this partnership as an additional opportunity to link sponsorship and CSR by committing its employees and partner teams together. Because of her profession and expertise in the field of sports, Caroline Soussigne will be able to accompany the Golden Palace teams in their preparation for the 25 or 100 km Oxfam Trail, a charity walk in which Golden Palace will participate for the second time.

### **FOR MORE INFORMATION, PLEASE CONTACT**

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