

Four V's for Olidata Day: sports, technology, and social responsibility at the Virtus Arena

Vision, Value, Determination, and Victory: Olidata celebrates the values of sport by honoring four distinguished guests and lighting up the Virtus Arena in lilac for International Eating Disorders Awareness Day

Bologna, March 16, 2026 – An evening of sports, innovation, and social responsibility brought the Virtus Arena to life yesterday during the big Lega Basket match between **Virtus Bologna and Olimpia Milano**. It was against this backdrop that **Olidata Day** took place, a special event sponsored by Olidata.

For the occasion, the Arena was lit up in lilac, in observance of **International Eating Disorders Day**, a symbolic gesture intended to highlight how the world of sports can serve as a vehicle for raising awareness on issues of great social importance.

The central theme of the evening was the values-based project promoted by Olidata, an Italian system integrator at the helm of a leading group in the IT sector, built around four key words: **Vision, Value, Will, and Victory**. These four principles unite sports and business and represent a shared manifesto with Virtus Bologna.

The highlight of Olidata Day took place during the game, with the presentation of four symbolic awards to individuals who, through their personal and professional journeys, embody the four “V’s” at the heart of the evening. The awards were presented by Cristiano Rufini, President of Olidata, and Massimo Zanetti, President of Virtus Bologna, with the participation of the young people from the **FANEP** association—**Families of Pediatric Neurology**, an organization that supports children, adolescents, and families under the care of the **Child Neuropsychiatry Department at the Sant’Orsola Polyclinic in Bologna**.

The presence of the young people from FANEP was one of the most moving moments of the evening: they were the ones who helped present the awards, bringing to the court a tangible example of courage, determination, and hope.

“In basketball, as in life and work, you can be good on your own, but it is only together with others that you can build something great,” said Cristiano Rufini, President of Olidata. “This is the meaning of Olidata Day: to celebrate the values that unite us and guide our work every day—vision, value, will, and victory—and to remind ourselves that the most important results always come from teamwork. Being able to share this evening with Virtus Bologna, the young people from the FANEP association, and national celebrities makes this moment even more meaningful.”

The four awards gave a face and a story to the values promoted by Olidata Day.

The Vision Award was presented to actress Claudia Gerini, who has enjoyed a rich and ever-evolving career spanning film, theater, and television.

The Will award was represented by Olympic champion Jury Chechi, the “Lord of the Rings,” a symbol of determination and resilience in sports.

The Value award went to Ambra Angiolini, an actress who has built a solid and recognized artistic career over the years, from her debut at a very young age to winning the David di Donatello award.

Finally, the “Vittoria” award was presented to Marco Belinelli, NBA champion and icon of Italian basketball, who was greeted by the Virtus Arena with a long standing ovation. Olidata Day thus transformed the Virtus Arena into a space where business, entertainment, and social commitment converged, demonstrating how a major sporting event can become a concrete opportunity for sharing and taking responsibility toward the community.

OLIDATA SpA

Via Giulio Vincenzo Bona, 120

00156 Roma (RM) - Tel 06.94320183 olidata@legalmail.it - info@olidata.com

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