

TO ALL NATIONAL FENCING FEDERATION

Dear friends,

after the great success of past year edition, the Italian Fencing Federation (FIS) is launching again #Fencingmob, involving all affiliated fencing clubs in Italy and all National Fencing Federations and their clubs around the world.

The aim is to promote our sport in the time of the year when the new competition season starts and this event becomes an essential tool to recruit new members.

I am hereby asking to you to evaluate the possibility to inform your Federation's affiliated clubs that on Sunday, September 6, 2015, (any time of the day) all fencing clubs in Italy and around the world are invited to join by creating a flashmob based on fencing as a theme, as it happened last year, when 178 cities in the world joined the initiative.

Hereunder you will find all the information by our Social Media department that you may transmit, together with the invitation to join the initiative, to your affiliated people and clubs.

#Fencingmob shall be organized at a characteristic location that identifies the city where it takes place (eg in front of the Colosseum in Rome, Piccadilly Circus in London, the Eiffel Tower in Paris, Times Square in New York City, the Leaning Tower in Pisa, etc.).

We recommend to apply for permissions in advance, being the places public and to notify in advance the competent authorities with all event's details (venue, time, number of participants, etc.).

It is the responsibility of the local organizers to photograph and video their flashmob.

PHOTOS: All photos shall be sent IN REAL TIME to the email address: fencingmob@gmail.com and posted by the organizers on Facebook, Twitter and Instagram indicating the name of the city and using the hashtag #Fencingmob (eg, Roma #Fencingmob). All photos will be published in real time on the social media of the Italian Fencing Federation (Facebook, Twitter, Instagram).

VIDEO: Video of the flashmob shall be posted directly on YouTube within 3 hours of the event's conclusion with the title #Fencingmob + the name of the city, state, country (for example, #Fencingmob New York, NY, USA). All participating organizers are kindly requested to follow this procedure. Within 48 hours we will publish one or more summary videos of all #Fencingmob that took place around the world that day.

For further information or any question contact the Social Media and Marketing Manager of Italian Fencing Federation at: alessandro.noto@federscherma.it

I thank you for your attention.

Best regards,

Giorgio Scarso
