



Press Release

THE OLYMPIC CHAMPION PICHARDO WILL BE JUMPING WITH ATL-ETICA & JUMP

San Vendemiano club has finalized the enrolment of Olympic and World Champion launching the “Kangaroo” project: it’s the kick off of an high school of specialization to focus on long, triple plus high jumps and pole vault. The Portuguese champion: “I hope to inspire the youngest”

San Vendemiano (Treviso), 14th March 2025 – An Olympic champion for ATL-Etica Impresa Sociale. San Vendemiano club enrolled for 2025, Pedro Pablo Pichardo Peralta, one of the strongest triple jumpers in the world actually and of all times, leading worldwide ranking as of now. Pichardo arrival has been finalized thanks to the close cooperation with JUMP, his management company.

31 years old, Cuban by birth and Portuguese by naturalization, Pichardo has a record of 18.08m which represents the sixth worldwide performance worldwide of all times. He has been gold medal at Olympic games in Tokyo 2021, silver in 2024 Paris Olympics. In his palmarés stands in World Championship outdoor one Gold in WC outdoor (Eugene) and two Silver (Moscow 2013 & Beijing 2015); in World Indoor Championship one Silver (Belgrade 2022) and one Bronze (Sopot 2021). He has been European Indoor Champion in Torun 2021 and Silver in Istanbul 2023. As per outdoor he got Gold at Moscow 2022 European Championship edition and Silver in Roma 2024, where he has been starring a great challenge with Jordan Alejandro Diaz Fortun (Cuban by birth and Spanish naturalized), crossing again the 18m line. He is the owner the of the Cuban (18.08m) and Portuguese record (18.04m) and in 2024 he won his third Wanda Diamond League Finals.

Pichardo relevance in the world athletics stage can be summarized this way: only 8 athletes overcome 18 meters in the history of triple jump and the new star of ATL-Etica Impresa Sociale is among them. We just remind that the actual WR belongs to the british legend Jonathan Edwards with 18.29m.

Pichardo, therefore, will wear the black jersey of ATL-Etica Impresa Sociale this season, taking up

the ideal baton from another champion, this time from Italy, who in 2021 was registered, even if only for a short period, for the Treviso company: the "champion of everything" Gianmarco "Gimbo" Tamberi. Not only Pichardo will be also the star of San Vendemiano meeting on 17th June 2025.

In Pichardo's entry into ATL-Etica - an amateur sports company with limited liability that has just announced its new legal status as a Social Enterprise, being registered in the Runts, the National Single Register of the Third Sector - a fundamental role was played by JUMP, a sports marketing company founded in Florence by Gianni Iapichino, who is also a manager of ATL-Etica Impresa Sociale, by his daughter Larissa, international star of long jump and recently European Indoor Champion, and by the long-time manager Silvia Saliti.

Pichardo is part of the stable of champions managed by JUMP and the arrival of the Olympic triple jump champion in ATL-Etica Impresa Sociale also involves another manager, this time from Treviso, Gianantonio Tramet, who in the San Vendemiano company deals with marketing and special projects.

Pichardo will also be the testimonial of the "Kangaroo" project, one of the various initiatives launched in this period by ATL-Etica Impresa Sociale. The "Kangaroo" project involves the creation of a highly specialized school in athletics, with a particular focus on jumps: not only the triple jump, but also the long jump, the high jump and the pole vault.

"The initiative - explains Andrea De Lazzari, technical director of ATL-Etica Impresa Sociale - has as its goal a technical, cultural and sports exchange between Cuban, Portuguese, Bulgarian and Italian athletics schools. Thanks to the involvement of Pichardo and his father-coach Jorge, we plan to organize specialized internships in Italy and other countries to allow athletes to come into contact with international level technicians, supporting the activity of those jumpers who, despite having great potential, do not have the opportunity to participate in highly specialized projects".

"We are very proud to have contributed to the birth of this new partnership – explains Giovanni Iapichino, CEO of JUMP and Fiamme Oro coach – in particular because we think we can give life to a project that enhances the entire jumping sector together with Pichardo's team".

"I am very happy to be part of this team – adds Pichardo – that has already welcomed me as a member of a big family and I hope to be an inspiration for the younger ones and all those who see jumping as a special and spectacular discipline. I can't wait to share my passion and my victories with all of you".

With the involvement of Pichardo and thanks to the partnership between ATL-Etica Impresa Sociale and JUMP, the "Kangaroo" project will not only contribute to the technical growth of athletes, but will also promote cultural comparison between different schools, increasing interest

and the level of participation in jumping disciplines. With Pichardo you fly, it's not just a saying.

In attach: Pedro Pichardo photo

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