



2025
Thessaloniki



*Presentation of the
Mediterranean Culture-Sports
Tournament Thessaloniki 2025*



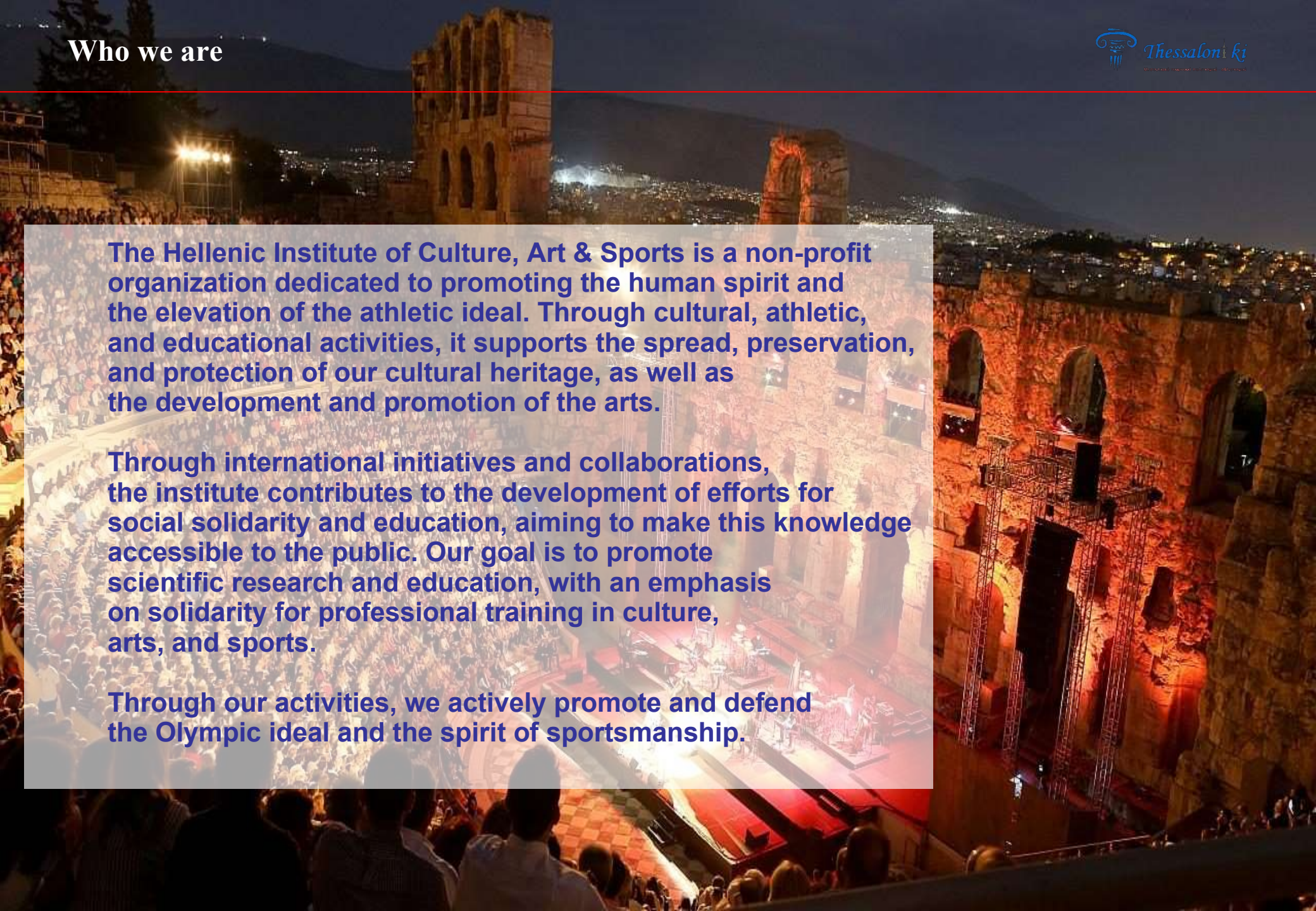
Hellenic Institute

of Culture, Art & Sports

The Hellenic Institute of Culture, Art & Sports is a non-profit organization dedicated to promoting the human spirit and the elevation of the athletic ideal. Through cultural, athletic, and educational activities, it supports the spread, preservation, and protection of our cultural heritage, as well as the development and promotion of the arts.

Through international initiatives and collaborations, the institute contributes to the development of efforts for social solidarity and education, aiming to make this knowledge accessible to the public. Our goal is to promote scientific research and education, with an emphasis on solidarity for professional training in culture, arts, and sports.

Through our activities, we actively promote and defend the Olympic ideal and the spirit of sportsmanship.



The “Mediterranean Culture - Sports Tournament Thessaloniki 2025” is an ambitious initiative by the “Hellenic Academy of Culture, Art & Sports” with the goal to highlight non-Olympic sports, familiarize the local population with them, and enrich the experience with cultural events, bringing a unique aspect to the daily life of the city.

These events aim to establish Thessaloniki as a top sports destination where visiting athletes will discover the city’s history, landmarks, unique flavours, and beauty, making it a must-visit location!

By collaborating with various sports organizations, federations, professionals, and experts, we aspire to offer a distinctive touch to the city's everyday life that is worth experiencing and establish a sports event worthy of Thessaloniki’s rich cultural and athletic heritage.



Population :Today Thessaloniki is a multifaceted urban center that justifies its designation as the "co-capital" with a **population of 1,110,323** residents. Its cultural history dates back centuries, starting with the founding of the city by King Cassander.

Transportation :A characteristic of the city is its **excellent public transportation system**, which connects the peripheral municipalities with the city center. Also, a pilot maritime connection will begin between Piraeus and the city center with high-speed boats. And the **metro system** is now a reality for the city!

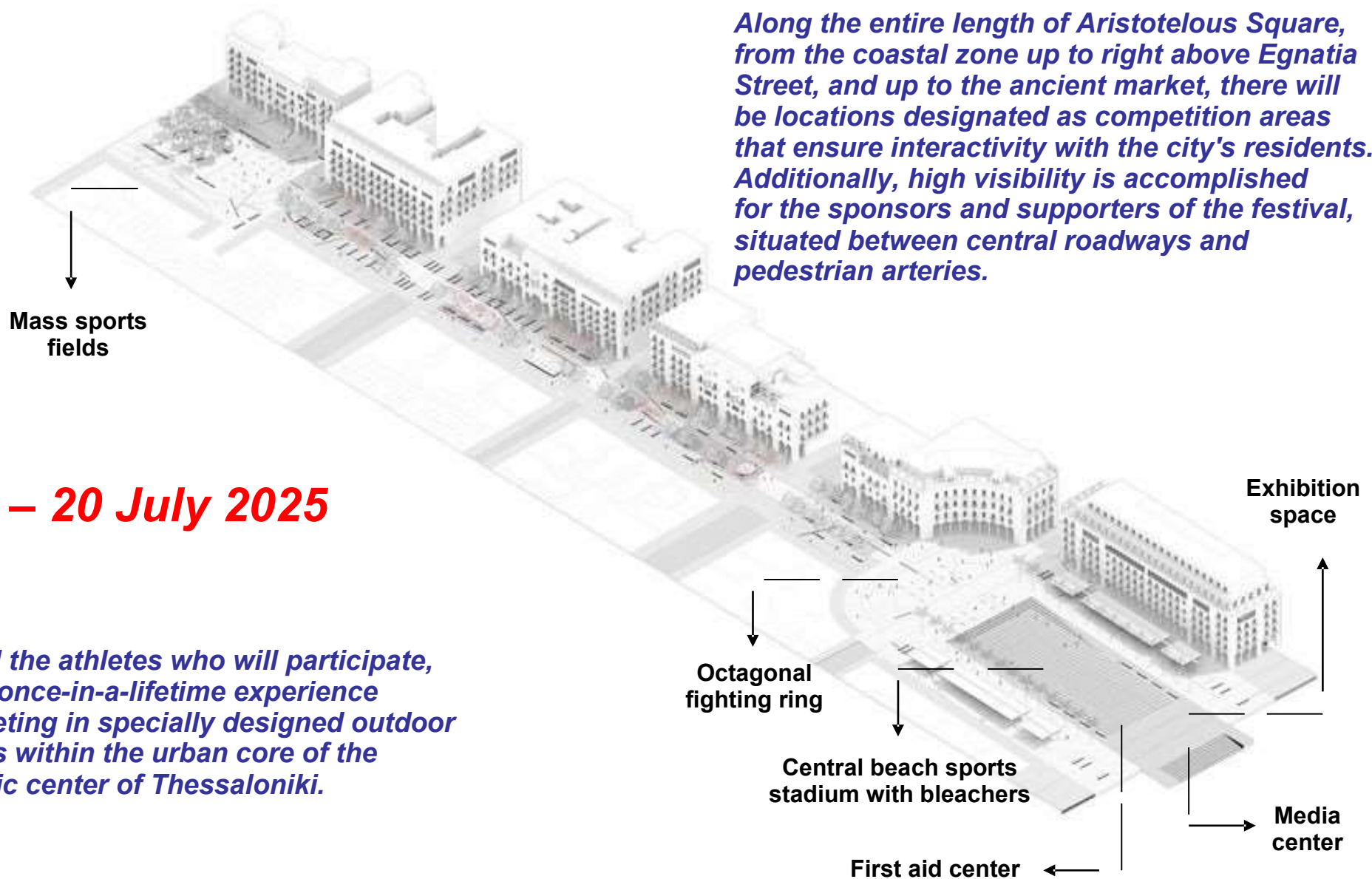
Infrastructure :In addition to its many monuments, the city is also adjacent to Halkidiki, which serves as a unique gateway for travelers. Thessaloniki also has the **international airport "Macedonia"**. Moreover, due to its strategic location, the city's port serves as a transportation hub for the Balkans and is a docking point for **cruise ships**. The city provides organized medical care through a large number of **public hospitals**, alongside the presence of major private healthcare units. Furthermore, a sufficient number of **hotels** are ready to welcome tourists. Lastly, there is a **railway station** that connects the country with the rest of Europe.

History :The city boasts a wealth of Hellenistic, Roman-Byzantine, and Ottoman monuments, such as the city walls, numerous Byzantine churches, the pilgrimage site of St. Demetrius (Άγιος Δημήτριος), the hammams, the White Tower, the Heptapyrgion (Seven Towers), the city's castles, the ancient market, and the Arch of Galerius, all part of the city's rich history, making it a **UNESCO World Heritage site**. In addition, within an hour's distance, one can visit the Royal Macedonian Tombs in Vergina and Mount Athos. A visit to the Archaeological and Byzantine Museum of the city is a must.

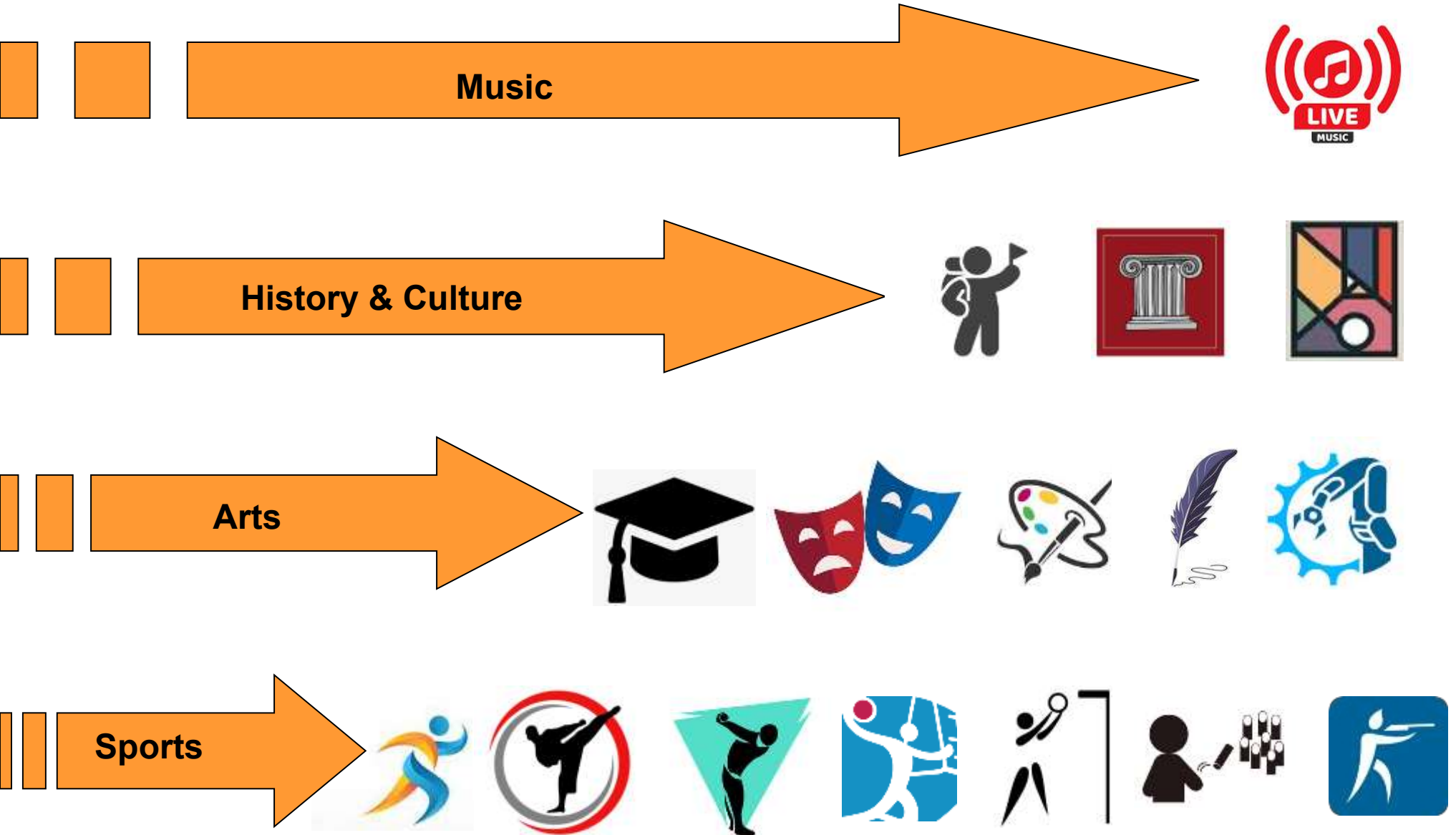
Nightlife :The city is famous for its vibrant nightlife. According to the Lonely Planet travel guide, it ranks **5th globally in terms of nightlife**.

Nearby Destinations :**Halkidiki**, just an hour away, is one of the most famous destinations in Europe for the sea, relaxation, and entertainment. Pieria, less than an hour away, invites travellers to combine the mountains and sea with its many monuments. Also, as was mentioned before, Thessaloniki serves as an urban hub for anyone wishing to visit **Mount Athos** and the Royal Tombs of the Macedonian kings in **Vergina**.





A Unique Cultural Proposition



1. **Exhibition Unit Dedicated to Alexander the Great.** Alexander the Great was a historical figure whose presence is inextricably linked to the geographical region where our cultural tournament takes place. The exhibition will feature replicas and original works from around the world in a specially designed museum - exhibition space that highlights his global influence as an ambassador of Greek culture.



2. **Discovering Thessaloniki.** A virtual application will allow visitors to explore the city's history and monuments. Additionally, comprehensive programs will be available to introduce sports delegations to the city and its significant landmarks.



History & Culture



1. **Theater Workshop.** Theater goes beyond entertainment, because it creates a creative environment that transforms the audience's attitudes, behaviour, and knowledge.
2. **Art Competition.** The goal is to highlight athletic ideals and the Olympic spirit through poetry and painting created by the youth.
3. **Event on Child Psychology & Sports Violence.** A presentation within the framework of the tournament, aiming to inform, raise awareness, and provide guidance to parents and sports organizations on issues related to sports violence.

Educational academic certification seminars in collaboration with the academic community.



Arts





Sports



Beach Sports:

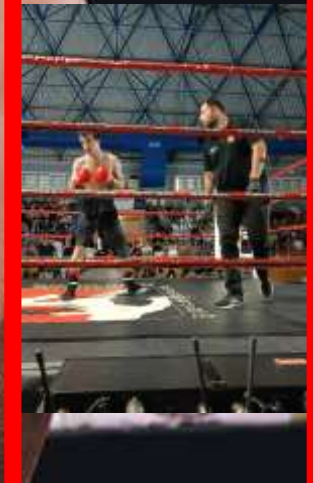
- Beach handball
- Beach wrestling
- Beach Korfball



These beach sports, particularly handball and wrestling, have gained popularity in Thessaloniki through successful past events that attracted top athletes, captured large audiences, and gained media attention. To these, a “familiar - unknown” is added: korfball.



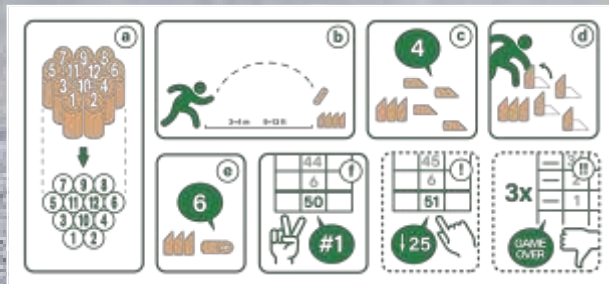
In the city center, one of the most spectacular combat sports tournaments will take place, open to the public, allowing them to enjoy viewing top athletes from all over Europe who will be participating!

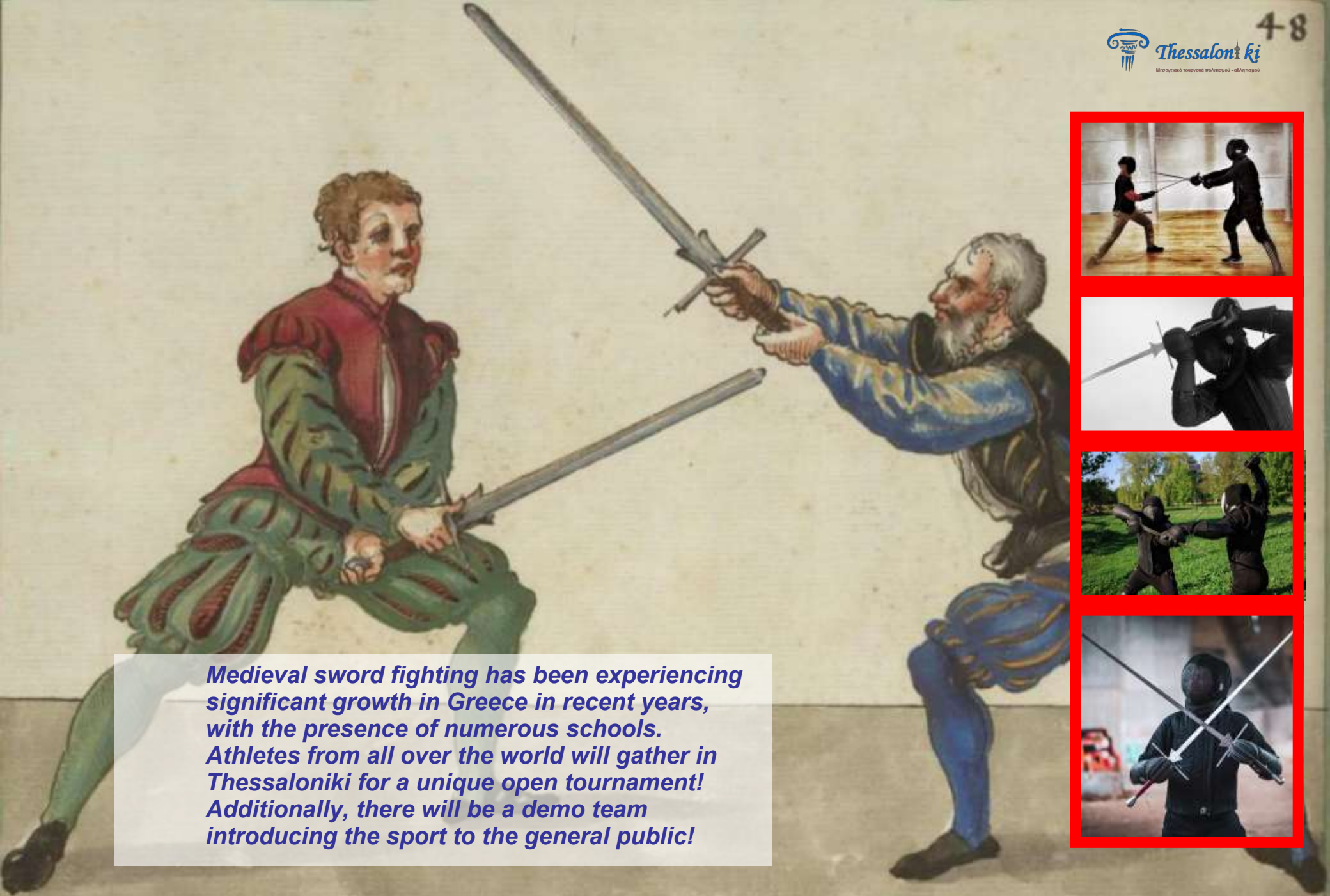


The Petanque is a sport of Greek origin, but has been developed in various countries, especially France. The Petanque was a demonstration event at the 2024 Paris Olympics.



Mölkky (Finnish) is a Finnish throwing sport with characteristics similar to bowling, kubb, and pétanque. Today, Mölkky tournaments are played worldwide. There is also a Mölkky World Championship, with approximately 200 teams of 4 to 6 players participating, held annually. Mölkky associations exist not only in Finland but also globally, and in August 2016, the International Mölkky Federation was established due to the game's growing popularity in many countries.





Medieval sword fighting has been experiencing significant growth in Greece in recent years, with the presence of numerous schools. Athletes from all over the world will gather in Thessaloniki for a unique open tournament! Additionally, there will be a demo team introducing the sport to the general public!

Korfball is the predecessor of modern basketball. Today, it is played in 57 countries and has previously been featured as a demonstration sport in the Olympic Games. During the Mediterranean Culture and Sports Tournament Thessaloniki 2025, a korfball tournament will take place with representatives from various countries.



Hapkido



Medieval Sword Fighting



Tug of War



Mass Participation Sports Programs

basket 3X3



Hit & Run





A comprehensive volunteer program will be in place that will provide organizational support for every sports activity. The program will be widely promoted, offering both individuals with specialized knowledge and the city's youth the unique joy of participating in something they will remember for years. Additionally, a rewards and incentive system will be in place, giving volunteers the opportunity to receive awards, free professional training and education, as well as free access to all activities with an abundance of prizes.

We have ensured that all these activities, both competitive events and sponsor-related activities, receive extensive media coverage through the sponsorship communications program. Additionally, we will be working on securing live television coverage, along with additional regional coverage. The goal is to highlight the sporting event and promote our sponsors. Finally, a special program will be launched on social media during the event days, featuring happenings, podcasts, interviews, and presentations.

The “Thessaloniki Mediterranean Culture - Sports Tournament 2025” would not be possible without the initiative within the national sponsorship program.

Objective of the program is to build mutually beneficial partnerships between the sponsoring company, the public, the participating athletes, and public opinion, that showcase the organization as socially responsible and committed to promoting culture and sports.

Come and let's become partners in this national initiative that will attract the eyes of the world with a focus on Thessaloniki!!

