

Assistència Sanitària, sponsors launch of FC Barcelona's La Masia

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In October, FC Barcelona opened its new centre for young players which is sponsored by Assistència Sanitària. On a happy and emotional day for the Barça family the club and the company strengthened their ties even more and celebrated with live music, screenings and speeches from various people from the world of sport and from other institutions.

On 20 October, Assistència Sanitària, FC Barcelona's official medical provider for more than six seasons, helped to make this gala opening possible. The new Oriol Tort Training Centre is the new base for the club's academy, known as La Masia. Those attending the event included executives, trainers and players from all FC Barcelona teams as well as national dignitaries and others involved with the club. The celebration was followed worldwide on social networks, with a potential audience of 46 million people. The new residence is impressive in terms of its functionality, the comfort it offers sportsmen and women, and its capacity to expand in order to meet changing needs. It covers an area of

6000 square metres and this year it will be home to 83 residents.

Assistència Sanitària provides FC Barcelona with medical insurance and hospital services. The club is also able to draw on Assistència Sanitària's facilities at Barcelona Hospital and at the FC Barcelona-Assistència Sanitària Medical Centre. The latter centre is based at Camp Nou Stadium

and focuses on sports medicine and traumatology and is also open to the organisation's policyholders. The partnership between the two organisations, who are leading institutions in the fields of sport and health, has gone from strength to strength due to their shared values which are based on the common desire to develop Catalan civil society.

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Barça stars at Barcelona Hospital

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On the night of the Three Kings, the presents arrived early for the children at Barcelona Hospital. As is now traditional, the directors and stars of FC Barcelona turned up to visit patients, bringing with them gifts and above all excitement. The delegation was headed by the club's chairman, Sandro Rosell, and included Maxwell and Mascherano, who were more than happy to meet their young fans' requests.