

## EVENT DETAILS

**Subject:** International Families Day Celebration

**Location:** Imjin Barracks – Innsworth (Gloucester), GL3 1HW UK

**Date:** August 30, 2025

**Event description:**

The Allied Rapid Reaction Corps (ARRC) is a multinational NATO Command based in Innsworth (Gloucester) in Gloucestershire; composed mainly of British military personnel, it has represented, within it, 21 nations of the Atlantic Alliance. Italy, after the British one, is in numerical terms the second most representative contingent among the ARRC Participating Nations.

In a high-profile multinational context, the International Families Day will be held at the end of August. This event will feature numerous attractions designed to foster new bonds and strengthen the sense of unity within the ARRC community. The staff participating in the event will also have the opportunity to sample culinary traditions from the participating nations. This occasion presents an exceptional opportunity to promote Italian products in a unique and diverse setting.

During the event, charity lotteries will be organized. These lotteries will feature products and gadgets offered by sponsors, with the proceeds donated to a local non-profit organization that supports veterans' families.

In addition to the military personnel and their families from the 21 nations that constitute the ARRC Command, representatives from local government institutions will also participate in the activity, resulting in a total of approximately 1000 participants.

Companies interested in sponsoring the event will be provided with the opportunity to showcase their brands within the event area. Furthermore, the event organizing staff will distribute the products/gadgets offered by the sponsors, offering photographic feedback on their usage.