



PRESS RELEASE

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ENEL IGNITES THE ENERGY OF THE WINTER OLYMPIC GAMES: THE NEW TV COMMERCIAL IS LIVE

Rome, January 2nd, 2026 – Enel is a Premium Partner of the Milano Cortina 2026 Olympic and Paralympic Winter Games and celebrates this special occasion with a new TV campaign that tells how energy, in all its forms, is the driving force behind achieving every goal—both in sports and in everyday life.

The video picks up the story of the protagonist from Enel's previous sports-themed commercial, then a young girl. Today, we find her grown up, pursuing her path as a promising skater, facing the challenges and moments of uncertainty that every athlete encounters throughout their career.

As the story unfolds, the young athlete faces obstacles that seem to push her dream further away. Yet, it is thanks to her energy—born from determination, passion, and the ability to believe in herself—that she manages not to give up, to keep believing in her dream, and to reach every milestone.

When she rediscovers her inner strength and decides to return to the rink, an invisible presence stands by her side: the energy of emotions, which helps overcome fear and turn every challenge into a leap toward the future. The same energy lives in great athletes such as Federica Brignone, Pietro and Arianna Sighel, and Michela Moioli, who appear in the commercial.

The campaign is part of the journey toward the Milano Cortina 2026 Olympic and Paralympic Winter Games, highlighting a universal truth: when energy overcomes fear, every obstacle becomes an opportunity to start again with determination, resilience, and renewed awareness.

The commercial, on air since December 26th, includes a TV and digital media plan across major platforms, in 60", 30", and 15" formats.