

## FOUNDATION WITH A PURPOSE

---

With over 25 years of knowledge, passion and unparalleled motivation, Yury created his Tennis system and The Alessandra Bettoni Foundation. Utilising the tennis platform as the vehicle to support underserved Ethiopian and Tanzanian youth with primary needs.

Yury was born in Addis Ababa, Ethiopia to mother Alessandra and father Amerigo, both of whom were Eritrean born Italians. Yury lived in many African countries, but Tanzania is where he spent most of his formative years.



Growing up with the locals and sharing everyday moments, Yury was always touched by their simplicity and altruism. The sincere smiles on their faces and open hearts led to sharing pure moments together that Yury cherishes to this day.

Heavily influenced by his African roots and the vast charitable work of his parents, led Yury, a Knight of Malta, down the path in creating an ecosystem to continue the legacy of his family.

The Alessandra Bettoni Foundation encompasses Go Symba (streetwear line) and the Y system (visual tennis movements). Yury utilizes over thirty years of pro level tennis experience and his business acumen to drive product revenue to support the African community.

“

Africa touches humans in a different way, teaches the real basic life values. I was very lucky to have been born in such a beautiful land, full of positive energy and blessed to experience, learn and build a strong but simple character at a very young age - happiness comes from within and not by having materialistic things.

If I had the chance to go back in time?  
I would absolutely not change a thing  
from the past of my early years

”