



For immediate release

Delegation aims to Boost Tourism to Italy's Abruzzo Region

Group Plans Campaign Focusing on 'The Year of the Return' and Mediterranean Games in 2009

TORONTO – June 26, 2008 – An official delegation from **Abruzzo** will be in Toronto for two days of discussion aimed at increasing tourism to the region. Led by **Ezio Ardizzi**, President, and **Tosca Chersich**, Deputy Executive Director of the **Chamber of Commerce of Pescara** and **Vittorio Di Carlo**, President and **Marco Bruno**, Deputy Director of the **Pescara Airport Authority**, the delegation is in Canada to explore innovative ways to attract more tourists to the region, as well as to discuss how to increase the number of direct flights to Pescara's international airport.

In 2009, the region will host both the 'Year of the Return' – which aims to call Italians from Abruzzo home from around the world to celebrate their common heritage – as well as playing host to the Mediterranean Games, taking place in Pescara.

The delegation's visit, in response to a successful trade mission to the region organized by the ICCT in May of this year, will focus on defining the contents of tour packages to be offered by Canadian operators in 2009, as well as exploring opportunities to increase direct flights to the region by Canadian carriers at a roundtable discussion between delegation members, ICCT officials and representatives from the Canadian tourism industry on July 2, 2008.

"Abruzzo chose Canada – and Toronto – to launch this important initiative based on the close ties that we have cultivated with our sister Chamber in Pescara, combined with the fact that many Italian-Canadians are originally from that region," says ICCT Executive Director Corrado Paina, adding: "it is a strong endorsement of the strength of our network of Italian Chambers, and its ability to find innovative ways to work together to strengthen business and cultural ties between Italy, Canada and around the world."

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Media Contact:

Although no press conference is planned during this mission, requests for photo sessions and/or interviews with visiting officials are most welcome:

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ABOUT ICCT

The Italian Chamber of Commerce of Toronto's mission is to promote economic and cultural synergies worldwide – between business, government and individuals, with special emphasis on Italy, Ontario and the GTA.