



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

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www.expogreen.it

COMUNICATO STAMPA

Press Release n. 5

Green Days in Bologna: holiday of the green in September

The city will turn green with excursions in nature and theme gardens for the ExpoGreen international exhibition. In cooperation with Ascom, BF Servizi and Unacoma Service, the City of Bologna is organizing a Green Week to run from September 7 to 14 with a high point on the night of the 12th to include cultural initiatives, entertainment and shops staying open until midnight.

The international exhibition ExpoGreen will extend beyond the trade fair event scheduled for September 11 to 13 in Bologna to become a holiday for the entire host city. The purpose of the review, offering an immense range of products and services for the care of greens and outdoor activities, has been taken on by the City of Bologna as regards urban furnishings, sport and quality of life.

Thus, in pursuing the green theme, municipal authorities have planned a heavy schedule of initiatives in cooperation with Unacoma Service, the company organizing ExpoGreen, Ascom, the Bologna Business Association, the BF Servizi, the Bologna Trade Fair company. Over the weekend of September 5 and 6, ExpoGreen will sponsor *Run Tune Up*, a half-marathon through the city streets. *Green Week* is set for September 7 to 14, to be staged on a number of the city's squares and involve the network of retail outlets, with the *Green Night* experience coming Saturday, the 12th.

The squares reached by following a green route along the important streets in the city center, including via Orefici, via dell'Archiginnasio, via Farini and via d'Azeglio, will be transformed into green environments with the arrival of plants, flowers and garden furnishings to act as stage sets for a number of events. For *Green Night*, the city has organized a packed schedule of meetings and entertainments underscoring the need for respect for the environment. Ascom member shops and restaurants will stay open for business until midnight.

Thus the entire city will take on a shade of green, along with the trade fair center with the arrival of more than 300 manufacturers of machinery, equipment, furnishings and accessories for the care of greens and the outdoors to take over some 60,000 square meters of exhibition and the completion, in the open areas between the pavilions, of the *Natural Inspiration* project to include 15 theme gardens and such attractions as *Green Street*, the *Enchanted Woods*, the *Farm of the Future* and the *BioLake*.

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In the evenings, after the exhibition opening hours, visitors can stay on to take in shows and musical entertainment and delight their palates with drinks and dishes typical of the city. Already at the beginning of August, the inhabitants of Bologna have begun to notice the transformation of their historic city center and those interested can follow the progress of works within the trade fair center live via a web cam accessed on the site www.expogreen.it, trained on the laying out of *Green Street*, being built in cooperation with Cersaie (International Exhibition of Ceramic Tile and Bathroom Furnishings) to create the perfect architectonic fusion of background greenery and highly prized Made in Italy ceramic tiles.

Rome, July 31, 2009

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