



## Press release

### **200,000 visitors in four days at the stand of Pinocchio and of the new Collodi Great Park at BABI - Bari Bimbi within the Fiera del Levante.**

From 17 to 20 September the "New Pinocchio", protagonist of the 2020 Great Park by Metamorfosi, attended the Fiera del Levante in Bari at BABI - Bari Bimbi, an event dedicated to children and their families, which had a very high number of visitors.

Over 200 thousand visitors came to the stand during the four-day fair, as Pinocchio and his friends showed up for the first time in a city in Southern Italy, being welcomed by positive feedbacks from everyone on their new role.

"Children have met the new characters and played with them," says Federico Incerpi, director of Metamorfosi - "while adults were informed about the project of the 2020 Great Park and the area in which it will be realized, thanks to a promotional video showed within the stand to present Pescia, Valdinievole and their excellences in environment, culture and gardening."

Bari was the second stage of the road show that started in July in Florence, and will continue to other Italian and foreign cities presenting the project to institutions, associations, tour operators and businesses, with the aim of attracting investors and making agreements for licensing and merchandising.

"I am following the road show of project of the 2020 Great Park of Pinocchio with great interest," - said Oreste Giurlani, Mayor of Pescia - "as from the beginning of my mandate I have supported the strategic importance of Pinocchio to present the values and the excellences of our territory internationally. We will be at his side in all the stages both in Italy and abroad to go on with the program of local marketing supporting the promotion of Pescia and Valdinievole as destinations of excellent wellbeing and life quality".