

Comunicato stampa - Press Release - Presse Mitteilung - Communiqué de presse

Together through art to support territory: that's the Association Baroque Cities

www.baroquecities.com

Promoting and supporting all the municipalities with an **artistic** or **architectural Baroque heritage** of their own: that's the purpose of **the Association Baroque Cities**, which has been founded **in order to spread Baroque culture across public and operators** to help them in discovering unique cultural circuits even if far away from main tourist routes.



The Association is a cultural organization promoted and supported by **the Swiss International Holiday Exhibition**, which even this year will take place in the usual location of Lugano, Switzerland, **from Oct. 29th to Nov. 1st 2009**.

Taking part in a business network represents a **crucial value** in an extremely competitive market as the one concerning tourism and territorial promotion. Belonging to a qualified and professional association can be **a real and concrete advantage for an institution**, useful not only to establish **solid business relationships** but also to make a **successful direct marketing action**.

The Association Baroque Cities **aims to coordinate territorial marketing operations** in order **to promote itself and its members** through a complete media coverage and the participation in international tourism events, trying to give an answer to the increasing demand of Baroque art's lovers. All the Association's members **will be officially presented to public and press** during the 7th edition of the Swiss International Holiday Exhibition, which **will also dedicate a reserved zone to Baroque Pearls** inside the event's area.

Press Office - Iviaggiatori

Silvia Gasparini
Phone 0041/ 916118070
Fax 0041/ 916118079
www.iviaggiatori.org
press@promax.ch