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FOR IMMEDIATE RELEASE



The Mayor Bloomberg Proclamation for Gala Italia

**A WONDERFUL CELEBRATION  
OF THE MADE IN ITALY QUALITY**

New York, February 15. -- February 25th, the anniversary of the 25 edition of GALA ITALIA, has been formally proclaimed by the Mayor of New York, Michael Bloomberg, "Italian Wine & Food Institute Day."

In the proclamation Mayor Bloomberg stated that "the City of New York is proud to host the Italian Wine & Food Institute's 25th annual GALA ITALIA." "For more than 25 years this Organization," said the Mayor, "has been committed to promoting and educating American consumers about Italian wine, food, fashion, art and design as well as any product that proudly bears the logo of *Made in Italy*."

"From seminars and tasting to market research and surveys the Italian Wine & Food Institute is the ultimate resource for all of New York's Italophiles."

According to the Mayor, GALA ITALIA is "a wonderful celebration of this organization and the quality Italian products it promotes. And with the new Fiat 500 and Vespas by Piaggio, an Italian fashion show by StarChic (*di Simona Ventura*) and a performance of a well-known Italian Singer, this year's event is sure to be the most exciting one yet."

"On behalf of the City of New York," concluded the Mayor in wishing continued success, "I commend the Italian Wine & Food Institute for their unwavering dedication to strengthening ties between the United States and Italy."

Meanwhile, the preparations for GALA ITALIA have entered the final phase that, as underlined by Mayor Bloomberg, will show the best of the Made in Italy.

Over fifty of the best Italian wine producers (including Antinori, Biondi Santi, Bertani, Castello di Querceto, Michele Chiarlo, Fazi Battaglia, Feudi di San Gregorio, Fonterutoli Marchesi di Barolo, Planeta, Pellegrino, Rocca delle Macie, Ruffino, Sella e Mosca, Tenuta di Biserno e Travaglini). Over fifteen of the best restaurants of Manhattan (from Serafina, the restaurant of the International Jet Set, to the new and elegant SD26 of Tony May, to the famous Osteria del Circo of Sirio Maccioni). The luncheon-tasting “Taste of Italy” and the “Sicilian Gala Dinner” for the wine press.

And in addition the performance of the well-known Italian singer, Elena Bonelli, a selection of sportswear from the StarChic collection of Simona Ventura, a video presentation featuring *Made in Italy fashion* and spectacular images taken in Rome, the haute-couture collection of exquisite wedding dresses by Atelier Aimée, the new Fiat 500, the Vespas, the innovative Bici Pop by Compagnia Ducale, the prize drawings, the Golden Medals, the VIP, the personalities of the movie world, including actress Samuela Sarzo and director Massimo Piparo, the big cake with the 25 candles and the guest of honor, internationally renowned TV personality, Simona Ventura.

GALA ITALIA is jointly organized by the Italian Wine & Food Institute and the Italian Trade Commission, under the high patronage of the Italian Ambassador in Washington, Giulio Terzi di Sant'Agata with the sponsorship of the Milan Chamber of Commerce of the Regional Institute of Vine & Wine of Palermo and the New York Italian Government Tourist Board.

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