

MESTO KOJE VOLIŠ DANAS SAČUVAJ ZA SUTRA

PRESS RELEASE

The finalists of Banca Intesa's project of protecting cultural-historical heritage

Ten sites in the finals of the project the Place I Love

Belgrade (October 18) - Banca Intesa presented today the finalists of the project for the reconstruction of cultural-historic heritage titled 'The Place I Love'. Out of total 1.290 suggestions sent by the citizens in the first stage of the project, the commission composed of experts chose 10 sites which passed to the second round of the competition; at least three out of those ten will be reconstructed by the bank's funds.

Ten finalists for which the citizens can vote in the second stage of the project:

1. City bathing area in Sombor
2. Old Bath in Jošanička banja near Raška
3. Remains of the building of the National Library destroyed in the bombing of 1941 in Kosančićev venac, Belgrade
4. Belgrade's Gate in Petrovaradin, Novi Sad
5. Residence (Konak) of the National Museum in Vranje
6. Wooden Church in the village of Darosava near Arandjelovac
7. One alehouse in Rajac near Negotin
8. Synagogue in Apatin
9. Primary school in the village of Čumić near Kragujevac
10. The walls of the fortress in Novi Pazar

Banca Intesa launched the project of corporate responsibility called 'The Place I Love' in May 2011 with the support of the Ministry of Culture and the assistance of the non-profit

organization Europa Nostra Serbia and the Republic Institute for the Protection of Cultural Monuments to help save the places of special sentimental value to the citizens of Serbia. The objective of this project is to keep records about and restore the places, monuments or facilities of cultural and historic importance and to raise public awareness on the importance of cultural-historic heritage and its protection. The project was inspired by the initiative 'I luoghi del cuore' (The place in heart) which is executed in Italy by a non-profit FAI organization with the support of Intesa Sanpaolo Group.

In the first part of the project which lasted till September 30, the citizens nominated the places they love on the website www.mestokojevolim.rs, the bank's call centre, specially designed postcards in Banca Intesa's subsidiaries or by sending a photo to the e-mail address info@mestokojevolim.rs. In the second round of the project, the citizens can vote for one of ten finalists in the same way by November 30. In the third and the last stage, in 2012, Banca Intesa will extend RSD30 million for the reconstruction of at least three places that win the highest number of votes.

The panel of experts (Commission) is composed of Vera Pavlović Lončarski, the Manager of the Republic Institute for the Protection of Cultural Monuments and the President of the Commission, Irina Subotić, the President of the organization Europe Nostra Serbia, Gorčin Stojanović, theater, film and TV director, Vladimir Arsenijević, the writer, translator and editor, and Maja Kolar, the Manager of Banca Intesa's Marketing and Communication Department.

Banca Intesa invites all citizens to vote for one out of ten sites that have been chosen for the second round of the project, to give them a chance to be restored and not forgotten.

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