

# SAVE THE PLACE YOU LOVE TODAY FOR THE FUTURE

## ***MEDIA ANNOUNCEMENT***

*Banca Intesa Initiated a Non-Profit Project for Cultural and Historical Heritage Preservation*

### **The Place I Love**

**Belgrade (26<sup>th</sup> May)** - Banca Intesa is initiating the project **The Place I Love** – the listing of localities of special significance for the local community and the restoration of a minimum of 3 buildings or environmental units that win the contest. The Project is being carried out with the support of the Ministry of Culture, the non-profit organization Europa Nostra Serbia and the Institute for the Preservation of Cultural Heritage. Apart from the creation of a database on places of special importance for the citizens of the Republic of Serbia and the restoration or the development of places, local sights or buildings of cultural and historical importance, the aim of the project is also the education of wider public and the raising awareness of the importance and value of cultural and historical heritage.

**The Place I Love** project will be carried out in three phases:

1. Nominations Phase;
2. Voting Phase;
3. Restoration Phase for places with the greatest number of votes.

In the first part of the project which will last until 30<sup>th</sup> September all interested citizens will have a chance to nominate the place they love via the website [www.mestokojevolim.rs](http://www.mestokojevolim.rs), Facebook page, the bank's contact centre, specially designed cards in Banca Intesa branches or by sending a photo to the email address: [info@mestokojevolim.rs](mailto:info@mestokojevolim.rs). In the second phase of the project the members of expert jury will create a list of ten most relevant localities for which citizens will be able to vote until 30<sup>th</sup> November this year. It has been envisaged that during 2012 Banca Intesa restores at least three most voted places by using its own funds.

The expert jury of **The Place I Love** project consists of Vera Pavlović Lončarski, Head of the Institute for the Preservation of Cultural Heritage of Serbia, Irina Subotić, President of the organization- Europa Nostra Serbia, Gorčin Stojanović, theatre, film and television director, Vladimir Arsenijević, writer, translator and editor and Maja Kolar, Head of the Marketing and Communications Department of Banca Intesa.

Banka Intesa is initiating the non-profit project “The Place I Love” having been inspired by the initiative “I luoghi del cuore“(Place in your Heart), which is carried out in Italy by the non-profit organization FAI with the support of Intesa Sanpaolo.

Banca Intesa invites all interested citizens to join the project **The Place I Love** and to propose cultural and historical buildings, environmental units and natural beauties that evoke pleasant memories, in order to give the chance for these localities to be restored.

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**Banca Intesa ad Beograd** member of **INTESA  SANPAOLO** is a leading bank on the domestic market, a reliable partner for 1.5 million clients, individuals and legal entities. With a net balance sheet amount of 3.2 billion Euros, total deposits of 1.9 billion Euros and total placements of over 2.2 billion Euros, Banca Intesa Beograd is leading the list of the biggest banks in Serbia. Owing to a developed business network consisting of over 20 organizational units in 120 cities of Serbia, the most developed ATM and POS terminals network, a professional team of over 3,000 employees, the bank is realizing significant growth in all areas of operation. Banca Intesa is developing its business activities in four directions: retail, corporate, local self- government operations and investment banking.

