

## Finale of *Our Beautiful Sava* project announced through introduction of unique Sava souvenir

*The first twenty memory sticks are contained in housings made from wood from the Sava River that is 3,200, 5,800 and 8,290 years old and they are a unique souvenir that Coca-Cola is presenting as a gift to the City of Slavonski Brod*

**Slavonski Brod, June 18, 2010** – The Sava Fair through which the finale of this year’s national socially responsibility project *Our Beautiful Sava* will be marked on July 2 was announced in Slavonski Brod today with the presentation of a unique continental tourism souvenir, a memory stick contained in housing made from millennia-old oak from the Sava River bed.

The first twenty memory sticks, which Coca-Cola presented to the City of Slavonski Brod as a gift, are contained in housings made from wood from the Sava River that is 3,200, 5,800 and 8,290 years old. This is meant to point out the link between Slavonski Brod and the Sava River as well as the longstanding tradition of industrial technology and production in this city. The memory sticks were made by Coca-Cola experts and the *Sigma* Inventors’ Society.

“We believe that we will, thanks to the support from the City of Slavonski Brod and its Tourism Board and cooperation with young innovators, succeed in the realization of our goal and that we will contribute to the promotion of Slavonski Brod. We are happy to have the opportunity to raise awareness about the protection and importance of Sava River through our own example and cooperation with institutions on all levels”, said **Sandro Baricevic**, public relations director of Coca-Cola’s Alpe-Adria region.

“This is an extremely important project for the city of Slavonski Brod because its inhabitants have been linked for centuries to Sava River, whose potentials can be taken advantage of in countless ways”, emphasized **Mirko Duspara**, the mayor of Slavonski Brod.

It was also announced at a press conference that Slavonski Brod residents would be able to mark Sava River Day with a Sava Fair that will be organized by the City of Slavonski Brod and its Tourism Board on the small public swimming area on the Sava quay on Friday, July 2. The central part of the fair is the Slavonski Brod Open Fish Stew Cooking Championship, the popular “Fisijada”, while tastings of traditional foods and drinks will be organized as well. Traditional crafts, trades and handicrafts from the Sava region will be introduced as well at the fair, and visitors will also have the opportunity to enjoy the accompanying sports and entertainment program.

The details of the Sava Fair program in Slavonski Brod were announced at a press conference by **Ivan Primorac**, president of the Brod-Posavina County Sports Fishing Association, and

**Biljana Loncaric**, director of Slavonski Brod's Tourism Board, while **Goran Sukalo**, navigation safety advisor at the International Sava River Basin Commission, pointed out that the national *Our Beautiful Sava* project was reminiscent of the importance of developing eco-tourism and navigation on the Sava River, while contributing at the same time to the preservation, protection and promotion of water eco systems as a whole.

The main organizers of the Sava Fair in Slavonski Brod, the Tourism Board and the City of Slavonski Brod, started cooperating with the national project *Our Beautiful Sava* that was jointly initiated by the Ministry of Regional Development, Forestry and Water Management, the International Sava River Basin Commission and Coca-Cola Hrvatska in cooperation with Hrvatske vode and the Agency for Inland Waterways in order to contribute to the fulfillment of a joint goal – to promote awareness of the importance to protect Croatian waters and water potentials and to encourage eco-tourism and touristic contents on sustainability bases. This year's program of the *Our Beautiful Sava* project began on May 29 with a Sava Fair on Bundeck Lake in Zagreb and the promotion of the Sava cravat in Davor on May 31, followed by fairs in Sisak on June 5 and in Zupanja on June 11.

On a national level, the project was also supported this year by the Croatian Tourism Board and the Plodine supermarket chain.