

Sava Day celebrated in Sisak with traditional delicacies of the region

Sava Fair, organized as part of *Our beautiful Sava* project, reminded us about the need to protect water resources their potential

Zagreb - June 6, 2010 – Sava Fair, organized at the fortress called *Stari grad* (Old town) in Sisak as part of *Our beautiful Sava* project, saw more than two thousand visitors. Residents of Sisak and guests from the neighboring villages, situated along the River Sava, celebrated Sava Day and enjoyed traditional delicacies such as fish *paprikaš* (hot soup prepared with mixed river fish), home-made pies and *prova* (traditional cake made from maize flour).

A tourist train and a boat called *The Croat* took visitors to *Stari grad*. The boat was brimming full of people on its way to *Stari grad* twice in a row. Visitors had a chance to taste grilled fish, prepared by cooks from Sisak and Davor. They saw performances of national folk dance ensembles *Matija Antun Relkovic* from Davor and *Ivan Goran Kovačić* from Sisak, and a photo exhibition entitled *One century of life on the River Sava*.

Besides a chance to taste traditional drinks and food, such as the original sausage from Posavina, presented by the association *Posavska češnjovka* (češnjovka is a spicy pork sausage), visitors could see demonstrations of traditional trades and handicrafts. The Acs family presented their wooden scale models of log-cabins and water-mills. Visitors could also see traditional gold embroidery (zlatovez), souvenirs and national costumes. Visitors had a chance to try home-grown strawberries and different wines. One of them was organic blackberry wine presented by *Komarac* family farm. *Kršić* family farm presented home-made cheese and *Karabegović* family farm presented their home-grown organic fruit. There were also souvenirs made by *Škrinjica*.

Activities that are part of *Our beautiful Sava* project, which promotes corporate social responsibility, were started on May 29 with the Sava Fair at Lake Bundek. They continued with the promotion of the *Sava necktie* in Davor on May 31 and with Sava Fair in Sisak on June 5. Upcoming activities include Sava Fairs in Županja (June 11) and Slavonski Brod (July 2). The goal of the project is to raise awareness of the need to protect water resources and use their potential as well as to promote sustainable development of ecological tourism.

„Our beautiful Sava“ is a project that was initiated by the International Sava River Basin Commission (ISRBC), the Ministry of regional development, forestry and water management, the Ministry of the sea, transport and infrastructure, and Coca-Cola HBC Croatia with the support from Hrvatske vode (the Croatian water management company) and the Inland Waterways Agency.

On the national level, this year the project is supported by the Croatian National Tourist Board and Plodine retail chain. The town government of Sisak provided support in organizing the Sava Fair.

For more information, please contact:

Igor Čutuk, Public Affairs and
Communication Expert Associate
Coca-Cola HBC Croatia
Tel: +385 1 2480 167
Fax: +385 1 2480 505
Mobile: +385 99 6585 210
Email: igor.cutuk@cchellenic.com

Mario Aunedi Medek
Media Val – Public Relations Agency
Tel: +385 1 3690 672
Fax: +385 1 3690 671
Mobile: +385 91 5709 335
Email: medek@media-val.hr