Presentation of a unique Sava souvenir, a Celtic boat *monoksil,* announced the upcoming Sava Fair in Sisak

Activities that will be carried out in the third consecutive year of "Our beautiful Sava" project, which promotes corporate social responsibility, promise the development of tourism in Sisak

Sisak, June 1, 2010 – As announced by Dinko Pintarić, the mayor of Sisak, Davorka Obradović, director of the City Museum Sisak and Tomislav Marjanović from the Association of innovators *SIGMA*, Sava Fair will take place in Sisak on June 5. At a press conference held at the City Museum today, they also presented a Celtic boat *monoksil* - the second out of four unique tourist souvenirs of the Croatian interior that were designed as part of this project.

The souvenir is made out of a thousand-year-old oak-wood that was taken out from the River Sava. It reminds us of rich tradition of river transport in Sisak and the fact that breathing life into passenger transport could be very promising for the future development of the town's tourism.

Tomislav Marjanović from the Association of innovators *SIGMA* said: "I am very proud that Coca-Cola HBC Croatia recognized our efforts. By promoting and coordinating creative efforts among the youth, the company has contributed to the development and promotion of innovation-driven associations in Croatia."

Boška Trbojević, Public Affairs and Communication Manager in Coca-Cola HBC Croatia, highlighted the importance of promoting sustainable development of tourism in the Croatian interior: "Owing to the cooperation that we have established with young innovators and the support we received from the Town of Sisak, we believe that we shall reach our goal and help promote Sisak and set an example how to promote innovations developed by our young and talented innovators and incorporate them in the country's economy."

This year's activities that are part of the project "Our beautiful Sava" were started on May 29 with the Sava Fair at Lake Bundek. 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. Activities continued with the promotion of the "Sava necktie" in Davor on May 31, and upcoming activities include Sava Fairs in Sisak (June 5), Županja (June 11) and Slavonski Brod (July 2).

At the Sava Fair in Sisak, visitors will have a chance to see some traditional trades and handicrafts that are typical of the region surrounding the River Sava and taste traditional food and drinks. Among exhibitors there will be producers of traditional souvenirs and national costumes. Visitors will be able to taste home-made cheese and wine as well as home-grown fruit and vegetables. They will enjoy fish *paprikaš* (hot soup prepared with mixed river fish) and grilled fish prepared by local cooks. They will also have an opportunity to see national folk dance ensembles and a photo exhibition entitled *One century of life on the River Sava.* Davorka Obradović, director of the City Museum Sisak, was also satisfied with the presented souvenir which was designed by young innovators based on the design-scheme they were given by the City Museum.

„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.

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