

International Birdwatching and Naturalistic Tourism Fair

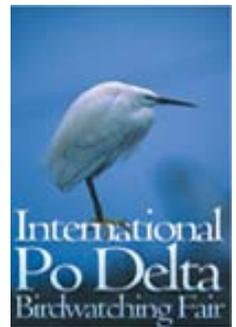
2007 Edition Special Slow Tourism

April 28th – 30th Fairground & May 1st “Slow” Day

Po Delta Park

Emilia-Romagna, Comacchio (Ferrara)

www.podeltabirdfair.it info@podeltabirdfair.it



SPORT IN CONTACT WITH NATURE: THE INTERNATIONAL PO BIRDWATCHING FAIR 2007 HOSTS THE ECORUNNING

Special Guests: skipper Cino Ricci and marathon runner Laura Fogli

COMACCHIO (Fe). The **International Birdwatching and Naturalistic Tourism Fair 2007**, which will be held between **April 28th and May 1st** in Comacchio, in the middle of **Po Delta Park of Emilia Romagna**, is ready to host **Ecosport**, an absolute innovation among the various psychomotor activities.

Ecosport is a new way of living sport through ecofriendly sport events, training stages, routes and campuses **in parks and protected areas**; Ecosport allows the interaction between environment and health, which become **training and information** vehicles for environmental, sportive and social issues.

Strolling around in a park and in a protected area such as the Gran Bosco della Mesola, exceptionally open to the public for the occasion, or a coastal or mountain area, it's the first step towards **human and ecosystem's health**, and this event represents an occasion to get to know the Po Delta Park in a different and “funny” way, respecting the environment – in fact, the knowledge of the environment is at the basis of Ecosport.

The “Ecosport” project derives from a sport experience which began in 2004, when events such as the Tour of Italian Parks, the Water Raid Adventure and the Survival Day were firstly designed and organised, whose main goal is to integrate tourism and environmental promotion through ecofriendly sport events in Parks, Protected Coastal or Mountain Areas.

Ecorunning is among the newest ecofriendly sport activities and it is present in this year edition of the International Birdwatching Fair.

This kind of sport takes place outdoors on routes **similar to those for races** or for the so-called “**mountain fitness**”, with a limited number of excursionists.

10 teams, made of 4 competitors each, equipped with binoculars, cameras, compass and recognition files will face the various “difficulties” such a contest in a natural environment involves.

The recognition files, created ad hoc, will be filled by each competitor and will be evaluated by a committee of experts at the end of the Ecorunning activities.

The evaluation will be the result of various combined factors: total time and other parameters (e.g. knowledge of the environment), which are evaluated through the correct compilation of the file, the

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Promoting Committee: Regione Emilia-Romagna, APT Servizi Regione Emilia-Romagna, Po Delta Park Emilia-Romagna, Province of Ferrara, Province of Ravenna, Chamber of Commerce of Ferrara, Chamber of Commerce of Ravenna, DELTA 2000, City of Comacchio, City of Ravenna, City of Cervia

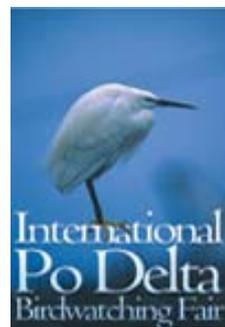
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higher number of vegetation species recognised, the fauna and the attention in the filling of the files.

Guest star of this new kind of sport, which is a great event for the Fair, will be the famous skipper of the sailboat “Azzurra”, **Cino Ricci**, lover of both sea and nature, and marathon runner **Laura Fogli**.

The eco-running is not going to be the only sport event of the Fair: on Sunday, April 29th, there will be the 3rd edition of “**Cycle ride in the Delta Park**”; this year, besides the two “historical” starting points, Alfonsine and S.Alberto, there will also be the participation of the territories of Conselice and Argenta. The itinerary is a very suggestive one, which will enhance **new and equipped cycle-naturalistic** routes, realized thanks to projects for the environmental valorization of the territory, financed by the European Union.

Thanks to an important “sustainable and intermodal trip”, bikers from Ferrara will reach Ostellato by train, then will reach the Fair by bike, will visit the fairground and will get back to Ferrara with the boat “Nena”.

For horseback-riding lovers, there will be the possibility of using a new **horseback riding tourism trail** which covers part of the territory of the Po Delta Park: a meeting is scheduled, to live the emotion of a ride through woods, pinewoods and banks inside the Po Delta Park.

The International Birdwatching and Naturalistic Tourism Fair offers a lot of events, combining the knowledge of, and the respect for, the environment, where every single person, from the sport fan to the most trained sportsman, can live wonderful experiences in a unique territory

For information and reservations regarding Eco-Running:

Please contact Dott.ssa Raffaella Tommasi (Po Delta Park Emilia-Romagna) at these numbers: 0533.314003 ore 347.8973798 Monday to Friday from 9.00 am to 1.00 pm

It will be possible to registrate for the competition from March 15th 2007 on.

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