

# Multi-channel and hybrid format press conference

D2.2.3  
Final Version of 06/023  
WP2 PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW  
Project ID Number: 10255547  
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow  
Priority Axis: 3 Environment and cultural heritage  
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development  
Work Package Number: 2  
Work Package Title: PROJECT COMMUNICATION  
Activity Number: 2.2  
Activity Title: Media relation  
Partner in Charge: PP10/MOL  
Partners involved: PP10/MOL  
Status: Final  
Distribution: Public  
Date: 30/06/2023

## TAKE IT SLOW NEWS

### **Press conference “Take It Slow Project and *Il Cammino delle 7 Chiese*”**

In the framework of the Take It Slow project, the first project conference in Molise “*Il Cammino delle 7 Chiese*” will take place on Monday, **20<sup>th</sup> February 2023**, in Campobasso (Molise), at Palazzo Ex Gil.

The Take It Slow project, funded by the Interreg Italy-Croatia Programme, aims to present the Adriatic region as a sustainable, innovative, and ecologically aware multicultural Mediterranean area with rich natural and cultural heritage that is best to be explored and experienced through the concept of slow tourism.

The conference, hosted in Campobasso, from Councillor for Tourism and Territorial Marketing of Molise Region, Vincenzo Cotugno, Director of Tourism Service, Mariantonella Di Ielsi, and the Regional Manager of the project, Maria Tirabasso, will present the visual identity of the trail “*Il Cammino delle 7 Chiese*” in synergy with Alessio Vitale, the external expert who worked on the idea and the realization of the logo.

The slow trail of “*Il Cammino delle 7 Chiese*”, which is one of the pilot areas of the project, aims to promote the most important churches located in the Croatian linguistic minorities area in the 5 small towns in the south-east of Molise. The idea is to set-up a new touristic micro-destination that is sustainable, authentic and slow.

Download **agenda**.

# TAKE IT SLOW E “IL CAMMINO DELLE 7 CHIESE” CONFERENZA STAMPA

20 Febbraio 2023  
Ex-GIL - Campobasso (CB)  
Ore 11:30

## Agenda

Registrazione Partecipanti

Saluti istituzionali e apertura lavori

*Assessore Vincenzo Cotugno*

*Assessorato “Turismo e marketing territoriale”, Regione Molise*

“Take It Slow”: una nuova concezione di turismo per la Regione Adriatica

*Mariantonella Di Ielsi*

*Direttore del Servizio Turismo – Regione Molise*

L'applicazione dei valori al territorio e “Il Cammino delle 7 Chiese”

*Maria Tirabasso*

*Responsabile del progetto “Take It Slow” – Regione Molise*

L'identità visiva del nascente itinerario

*Alessio Vitale*

*External Expert – az. “Il Cuore in Testa”*

Chiusura lavori e saluti