

28<sup>th</sup> March 2005

## **PRESS RELEASE**

### **Valletta Day Commemorated**

28<sup>th</sup> March – Valletta Day was commemorated by the Valletta Alive Foundation. A reception was held at the Malta Stock Exchange. In a short speech, His Excellency President Edward Fenech Adami spoke about how more and more Maltese are aware of our national heritage. Similarly, there is an increased consciousness of the historic and cultural importance of Valletta. The President also referred to the Stock Exchange project completed in 2001 which was part of a regenerative process of the City. Dr. Fenech Adami spoke about the need to make Valletta a more liveable city by appropriate re-adaptation of buildings.

The President of the Foundation, Mr. Alfred Zahra referred to the encouraging number of persons and organisations who have become members of the Foundation since it was launched six weeks ago.

Mr. Zahra said; “Today we commemorate a City of significant historical, cultural, social, economic and commercial importance. Being a World Heritage Site, the City’s cultural importance extends beyond our shores.”

Mr. Zahra spoke about five priorities which the Foundation will work on in the coming months namely to extend the membership base; to lobby for more investment in the City; to identify priorities for projects and initiatives; to instill awareness and a sense of pride in our Capital City and to encourage greater priority to be given to Valletta in tourism marketing initiatives.

Mr. Mark Guillaumier, the Chief Executive of the Malta Stock Exchange also addressed the gathering.

The Valletta Day was also commemorated by the Local Council with the placing of wreaths and Holy Mass at the Church of Our Lady of Victory.