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PRESS RELEASE

Valletta's priorities discussed with Minister for Tourism and Culture

In a recent meeting with the Hon. Minister for Tourism and Culture, Dr Francis Zammit Dimech, the President of the Valletta Alive Foundation, Mr Alfred Zahra briefed the Minister with the progress of the Foundation since its inception last February. Mr Zahra thanked the MTA for its involvement in the setting up of the Foundation, and for its contribution through the active involvement of MTA's representatives on the Board of Governors.

The Foundation is an independent organisation representing the key stakeholders of the city. It works in the interests of Valletta – precisely to promote the city, to raise awareness of Valletta's heritage and instil pride with the Maltese community, to identify the priorities for Valletta and lobby government in an effort to improve the commercial, residential and touristic functions of the city.

The Hon. Minister said he supports the Foundation and presented a sponsorship cheque of Lm 300 to the same Foundation.

A number of issues were raised by the Foundation's officials who emphasised the importance of having appropriate accessibility to the city, proper signage and interpretation, effective marketing of Valletta and better co-ordination of initiatives from all parties concerned.

The Minister mentioned the embellishment project at Crucifix Hill which is co-ordinated by MTA and which is bound to start soon. This project will further improve the accessibility to the centre of Valletta.

Present for the meeting were Mr Romwald Lungaro-Mifsud, Executive Chairman of the Malta Tourism Authority and Mr Jeffrey Cutajar, Director Marketing of the Authority. Mr Tonio Camilleri and Mr Paul Fenech were also present on behalf of the Valletta Alive Foundation.