



NEWSLETTER

VALLETTA ALIVE FOUNDATION

July 2006 – Issue No 5

BOV Streets Alive

BOV Streets Alive will be held on Fridays 28th July, 4th, 11th, 18th August between 6.30pm and 9.00pm.

The Foundation has managed to put together a very interesting and varied programme, something to interest all ages. Musicians, artists painting in streets, late opening of museums, walk tour, children's corner, classic car display, table tennis and karate activities. Thanks to the Ministry for Tourism and Culture, Malta Tourism Authority and the Valletta Local Council for assisting in the logistics. Thanks also to Heritage Malta for the Late opening of museums.

The Foundation has put in a lot of effort to encourage shops to participate. It is not enough to have shops remaining open but we need to encourage people to shop to make late shopping worth while for the commercial community. Participating shops will therefore be offering a discount or other incentive. An information meeting was held for shops and letters distributed by hand to encourage participation. An encouraging 31 shops have agreed to remain open and offer incentives. Other shops have also indicated their intention to remain open.

A similar effort was made with the cafes, bars and restaurants. The commitment of 15 has been secured. Restaurants are also being encouraged to remain open late during the Malta Summer Arts Festival which will be held from the 28th July to 20th August. Most of the activities of the Festival will take place at the opera house site in Valletta. Special thanks to Ms. Carmen Borg, Ms. Michelle Sultana and Mr. Vince Farrugia of the GRTU for their support and assistance in securing the participation of a good number of shops, cafes, bars and restaurants

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A press conference was held on 18th July 2006. The conference was addressed by the Minister for Tourism and Culture Dr. Francis Zammit Dimech, Valletta Mayor, Dr. Paul Borg Olivier, Bank of Valletta CEO Mr. Tonio Depasquale and Foundation VAF Chairman Mr. Alfred Zahra. Mr. Claude Zammit Trevisan, on behalf of the Foundation, gave a detailed explanation of the programme.

Special word of thanks to Bank of Valletta for sponsoring this event.

BOV Streets Alive is being marketed by means of attractively designed flyers, a billboard, and newspaper adverts as well as radio adverts. Various features should be appearing in newspapers and magazines. A special word of thanks to Chrome Marketing for going out of their way to give the event the best possible coverage. Thanks also to Capital Radio who will be giving the event limited radio coverage.

The Foundation does not see this as a one off initiative. Lessons will be learnt from this first experience which will enable us to have similar event next year extending over a longer period. Securing the confidence of the commercial community and of sponsors is crucial if this is to become something more permanent.

What is remarkable about BOV Streets Alive is the amount of support and encouragement the Foundation has received for the event. There are numerous people and organisations who are involved to varying degrees in the event. The Foundation thanks them all.

If you are planning to do some shopping, leave it for Friday evening in Valletta. Valletta is the place to be on Friday evenings. We hope to see you there.

Dinner at Upper Barracca Gardens

The Valletta Alive Foundation will hold its annual summer dinner for members and friends on the 4th August 2006 at 8pm. Dinner will be held at the Upper Barracca Gardens during the Delicata Wine Festival. You can enjoy dinner and the panoramic late evening view of the Grand Harbour.

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Thanks to Delicata Wines for kindly offering part of the historic gardens for the Foundation to have this activity.

Diners will be able to stroll the streets of Valletta for BOV Streets Alive prior to the dinner at the Barracca.

Those wishing to attend are to contact Ms Maria Dela on telephone number 21472255 during office hours (or 79333302 after hours). Price is Lm10 per person. Please do not delay because there is a limited number of places and booking of places will be made on a first come first served basis.

Co-ordination Officer for the Foundation

In the June edition of the newsletter, we had announced that that we required part-time administrative support. It so happened that a few days later the Foundation secured the part-time services of Mr. Geoffrey Pisani Bencini as a Co-Ordination Officer. Mr. Pisani Bencini is a professional banker, having spent over 33 years in branch management and administration dealing with credit management and other specialized banking duties since joining the National Bank of Malta in 1971. He performed a wide variety of duties and later managed several Bank of Valletta plc branches. His last posting at the Bank of Valletta plc was as Assistant to the Chairman for the period 1998 to 2004 as well as Executive Head Chairman's Office for the last two years, when he took up early retirement in August 2004. He is a director of Cotswold Developments Limited a fully owned subsidiary of the Bank of Valletta PLC and was a director for two years of Growth Investments Limited a subsidiary of Middle Sea Insurance.

With the Foundation, Mr. Pisani Bencini has been put at the deep end from day one and has been intensively involved in the organisation of BOV Streets Alive. This is apart from taking on administrative duties related to the Foundation.

Valletta – A City for All

To date two issues of the Valletta - City for All have been published in December 2005 and April 2006. The magazine

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was well received with Maltese readers, who appreciated a periodical entirely dedicated to Valletta.

The next issues of the magazine this year will be published in October and December.

The Foundation thanks Chrome Marketing for the good work carried out for the first two editions. Collaboration between the Foundation and Chrome Marketing will certainly continue on other initiatives, as can be seen from Chrome's active contribution to the BOV Streets Alive.

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