

ASSOVINI SICILY LAUNCHES ITS SOLIDARITY INITIATIVE TO TACKLE THE COVID 19 EMERGENCY

The Sicilian Association that brings together 91 wineries on the island will donate 20,000 euros to the Community of Sant'Egidio and the local Italian Red Cross unit.

Since its establishment, Assovini Sicilia has always stood out for its commitment to locally based solidarity initiatives and development projects. Seeing the difficulties that the country is currently facing due to the spread of the pandemic, the Board of Directors of the Association, following the requests from its members, has decided to take real action to support those who are offering their help at this time of great suffering.

It was therefore decided to donate the sum of **20,000 euros** to the **Community of Sant'Egidio** and the Italian Red Cross Committee of Palermo to support the fight against Covid-19. Both organisations have always been committed to helping the weakest segments of society. The Community of Sant'Egidio, headquartered in Palermo, has been involved for years in the care of the homeless. On the other hand, the **Italian Red Cross's** Palermo Committee is carrying on a fundamental job ensuring access to basic needs.

The donation to the Italian Red Cross - Palermo Committee was used for the purchase of basic necessities, distributed to families in difficulty in the Palermo area.

The donation to the Community of Sant'Egidio has been used to support the initiatives of proximity to the poor elderly at home and people with disabilities, not only by delivering shopping and medicines, but also to implement direct contact through the use of technology through email and video-messages. In addition, it has backed activities in support of the homeless, for whom the Community is contributing towards prevention with the distribution of sanitizing gels and other medical devices useful in defending against the virus.

The Association has also decided to postpone to 2021 the event Sicilia en Primeur. Every May for seventeen years this event, promoted by Assovini Sicilia, has brought together about one-hundred journalists from all over the world. For this year, the Association decided to virtually involve the Italian and foreign press through a Zoom broadcast on May 15, at 15.00 CET. In this live event, Assovini Sicilia will meet and greet journalists and will share and explain data regarding the 2019 harvest.

Assovini Sicilia brings together 91 companies representing large, medium and small producers, and includes the most important wineries on the island. The companies are united by three elements: total control of the wine



production chain, from the vineyard to the bottle; the production of quality bottled wine; and an international vision of the market.

Alessia Panzeca
Responsabile Comunicazione
Assovini Sicilia
| CEL +39 335 6522242
panzeca.alessia@gmail.com

Ufficio stampa
Sopexa Italia
Ufficio Stampa Nazionale
Anna BARBON
| DL +39 347 7490484
| CEL +39 345 4303991
anna.barbon@sopexa.com