**MAPEI IS SPONSORING “CERVIA CITTÀ GIARDINO 2020”**

*Mapei is continuing to sponsor Europe’s biggest flower show*

Mapei is once again working with Cervia City Council and the organisers to support the latest edition of **Cervia Città Giardino-Maggio in fiore (Cervia Garden City- May in bloom)**, which will be taking place in Cervia, Milano Marittima, Pinarella and Tagliata throughout the entire summer until the end of September.

The 48th edition will have a rather strange vibe: the associations, businesses and participants invited to take part will be prevented from doing so by the health crisis caused by Covid-19. Nevertheless, lots of people have decided to help make these cities look even more beautiful by offering flowers and plants in cooperation with local growers and producers, showing great sensitivity and love towards Cervia.

As with past editions, Mapei’s visibility during the event will be guaranteed by three gardens in Milano Marittima, two set up in **Parco Treffz** and one in **Rotonda Cadorna**, where a panel will be installed to advertise Mapei products for urban furnishing: **URBAN SYSTEMS**.

One of the set up in Treffz Park, a garden of **Rose Cinco de Mayo** with their red and yellow flowers will be dedicated to **Adriana Spazzoli**, who was Mapei’s Director of Marketing & Communication until she passed away in 2019. Adriana had close ties with the city and was a great supporter of the event.

Despite the tricky situation, the organisers have managed to arrange other events as part of the show, including: “**Angoli Fioriti**” (Blossoming Corners), which encourages the local community to decorate the balconies, gardens and corners of their own homes, and an outdoor photography exhibition entitled **“Rinascita della Pineta**” (Rebirth of the Pine Forest), set inside a pine forest that was destroyed by a tornado in July 2019.

Mapei’s partnership with Cervia Città Giardino began in 2006 and has gradually become one of the company’s projects aimed at showcasing local territories and enhancing the well-being of the people who inhabit them in an attempt to raise awareness about **sustainability**.

Founded in 1937 in Milan, Mapei now has 90 subsidiaries in 57 countries and 83 production facilities in 36 countries in the five continents, an estimated consolidated turnover in 2019 of €2.8 Billion and more than 10,500 employees around the world.

The foundations for the success of the Company are specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; internationalisation to be more in tune with local needs and to reduce transport costs to a minimum; Research & Development, which receives the most support from the Company in terms of investment and human resources. Mapei has always been fully aware of the impact the Company has on the environment and on society in general and, over the years, the three cornerstones of the Mapei philosophy have been joined by Sustainability as an essential driver behind the continuous development of the Company.

*June 2020*