



PRESS RELEASE

**BOOK&SEEDS:
A SPECIAL AWARD DEDICATED TO BOOKS “SEEDING” LOVE FOR SUSTAINABLE FOOD
AMONG CHILDREN**

*The special award jointly promoted by Bologna Children’s Book Fair and FICO Eataly World,
the world’s largest agri-food park opening in Bologna in October 2017.*

“Seeding” the love for healthy nutrition, organic agriculture, biodiversity, and sustainable development in the younger generations - this is the goal of the **Books&Seeds** category of the *BolognaRagazzi Award*, jointly promoted by **FICO Eataly World**, the world’s largest agri-food park opening in Bologna in October, and by **Bologna Children’s Book Fair**, taking place from April 3rd to 6th 2017.

Mirroring FICO Eataly World’s reality, Bologna Children’s Book Fair decided to offer a specific and permanent recognition to the best international publishing on the themes of food, sustainability, and healthy nutrition in order to make it available to all the young readers visiting FICO Eataly World from October on.

The best writings submitted to the BolognaRagazzi Award were selected in Bologna on February 10th and 11th 2017, by the appointed **Books&Seeds** panel of judges, namely: **Sebastiano Sardo**, Sales and Supply Chain Manager of FICO Eataly World, **Duccio Caccioni**, Marketing and Quality Manager of CAAB, and **Barbara Shiavetta**, Manager of Libreria Coop Zanichelli.

FICO Eataly World is the world's largest agri-food park. Situated in Bologna, it will embody the wonder of Italian biodiversity and will include: 2 hectares of open-air fields and stables, 6 hectares occupied by 40 factories, 40 refreshment points, shops, markets, areas dedicated to sports and children, 6 classrooms, 6 large educational "rides", theatre and cinema facilities, a library, and a conference centre accommodating from 50 to 1000 people. Moreover, FICO gave birth to its "**Foundation for Food Education and Sustainability**", featuring three Universities. FICO will offer many fun and educational experiences along its routes and within its grounds, such as discovering Italian agriculture and food processing, tasting the best traditional Italian dishes, planning meetings and conferences, and attending up to 30 events and 50 classes per day for children and adults alike.

Bologna, March 28th, 2017

Corporate video available at: http://bit.ly/Videolst_FICO

Digital Press-Kit available at: <http://bit.ly/FICOMediaKitEN>

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