



Final Publicity Report for
ITALIAN EXPO 2010 and
IACC Gala

ITALIAN EXPO 2010 and IACC Gala Publicity Report

To date, **ITALIAN EXPO 2010 and the IACC 103rd Anniversary Gala & Awards Dinner** has generated extensive newspaper, magazine, radio, television and online coverage, due to the following outreach:

- **ITALIAN EXPO 2010** website with “Press” section and posted releases
- Targeted local distribution of general **EXPO** and **GALA** news releases, including those specifically focused on art, and food/cuisine, fashion
- Targeted media pitching and follow-up before, during and after both events
- On-site media interviews and coverage

I T A L I A N E X P O

SEPTEMBER 17-19, 2010
NAVY PIER - CHICAGO, IL

August 20, 2010
For Immediate Release

THE CHICAGO ARTS DISTRICT CELEBRATES "LA DOLCE VITA," ALONG WITH ITALIAN EXPO 2010 IN SEPTEMBER

CHICAGO—The Chicago Arts District will celebrate the Italian good life throughout September with window displays dedicated to all things *Italiano*, from Vespas to vino, from fashion to fine cuisine. The "La Dolce Vita" showPODs theme is co-sponsored by the Italian American Chamber of Commerce-Midwest (IACC), which has invited the Chicago Arts District galleries and talent to an artist competition at **Italian Expo 2010**, held from Sept. 17-19 at downtown Chicago's Navy Pier (600 E. Grand).

And to kick off this year's **Italian Expo**, the Chicago Arts District will host an invitation-only launch party and reception from 6-10 p.m. on Friday, Sept. 10, in conjunction with "2nd Fridays Gallery Night," its monthly opening receptions at galleries and artists' studios centered around South Halsted, between 18th and 19th Streets. Launch party guests can attend a fashion event by Chicago-based designer AGGA B., and walk through the dozens of galleries participating in 2nd Fridays and **Italian Expo 2010**.

The artist competition planned for this year's fourth annual **Italian Expo**, hosted by the IACC, is among three themed competitions taking place at Navy Pier. Sixteen of Chicago's top Italian chefs and emerging fashion designers also will compete in cooking and runway show competitions, in which **Expo** visitors get to vote for their favorites. Thousands of Chicago-area residents and tourists are expected at **Italian Expo**, which will offer a delicious sampling of the Italian lifestyle.

"Art and design permeate every aspect of Italian life," said Cynthia West, Director of the Chicago Arts District. "'Gorgeous and simple' is how I would describe the showPODs, and very relevant to artists who are looking for inspiration in everyday life."

Italian for "the sweet life," the **Italian Expo's** "La Dolce Vita" theme will draw local residents and out-of-town visitors with food and wine tastings and a range of entertainment at affordable prices. More than 100 companies and vendors from Italy and the United States will introduce, display and sell their products, showcasing the best of Italian and Italian-inspired cuisine, wine, fashion and jewelry, tourism, art and entertainment.

Italian Expo tickets are \$15 at the door, but are available for pre-sale online at www.italianexpo.us for just \$10 until Sept. 16 only. The **Expo** will be open from 2:30-9pm Friday, 11am-9pm Saturday, and from 11am-6pm Sunday.

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Please contact Gina Shermetaro at (312) 553-9137 or gshermetaro@iacc-chicago.com or visit www.italianexpo.us for more information.

I T A L I A N E X P O

SEPTEMBER 17-19, 2010
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EXPERIENCE “LA DOLCE VITA” AT ITALIAN EXPO 2010 SEPT. 17 – 19 AT CHICAGO’S NAVY PIER

CHICAGO—Chicagoans and visitors to the Windy City can tour Italy and experience *La Dolce Vita*, or “the sweet life” in Italian, without picking up their passports or trekking to O’Hare Airport. The only travel involved is to downtown Chicago’s Navy Pier (600 E. Grand) for the fourth annual **Italian Expo**, held Sept. 17-19, in Festival Hall A.

Italian Expo visitors can experience the vibrant Italian and Italian American cultures through three competitions: a **culinary arts cook-off** featuring 16 of Chicago’s top Italian chefs, an **art competition** with various local artists showcasing their masterpieces, and a **fashion competition** between emerging local designers. Each competition will allow Expo guests to vote on their favorites for an interactive cultural experience. In addition, guests will sample and see the best Italian products, including foods not yet available in the U.S., learn about its regions. And with free admission for children 12 and under, this year’s **Expo** is affordable to everyone. Tickets are \$15 at the door, but are available for pre-sale online at www.italianexpo.us for just \$10 until Sept. 16 only. The **Expo** will be open from 2:30-9pm Friday, 11am-9pm Saturday, and from 11am-6pm Sunday.

“**Italian Expo** will bring an exciting weekend of entertainment for adults and kids for a true Italian experience. Italy’s ‘La Dolce Vita’ is about celebrating the world’s most beloved foods and cooking, gorgeous fashion, cutting-edge product design and hand-crafted masterpieces, all of which and more can be enjoyed right here in Chicago during Italian Expo,” said Fulvio Calcinardi, Executive Director of the Italian American Chamber of Commerce-Midwest (IACC).

The IACC has hosted this event at Navy Pier for the past four years, attracting thousands of visitors to this authentic showcase of Italian culture and style. More than 100 companies and vendors from Italy and the United States will introduce, display and sell their products at the Expo, featuring the best of Italian and Italian-inspired cuisine, wine, fashion and jewelry, tourism, art and entertainment.

A preview of **Italian Expo** will be on display throughout September at the Chicago Arts District’s “showPODs” on South Halsted, between 18th and 19th Streets, in Pilsen. The high-exposure, compact showPOD spaces, which will include Italian-themed installations, sculptures and paintings from Italian and American artists, offers gallery-goers a non-traditional but rich art experience.

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EMERGING CHICAGO DESIGNERS COMPETE IN FASHION COMPETITION AT "ITALIAN EXPO 2010," SEPT. 17 - 19 AT NAVY PIER

CHICAGO—Fashion, the city of Milan's most famous export, will take center stage at **Italian Expo 2010**, held from Sept. 17-19 at downtown Chicago's Navy Pier (600 E. Grand). The Italian region of Lombardy and its capital city, Milan, star at this year's event celebrating *La Dolce Vita*, Italian for "the sweet life." During the **Expo**, fashionistas can view runway shows and a fashion competition where eight of Chicago's emerging designers show off their current collections and compete for the title of "Italian Expo Fashion Icon."

Expo guests are invited to vote for their favorite designer during Friday's and Saturday's fashion shows, which will take place in Navy Pier's Festival Hall A. Runway competitions begin at 3:30pm on Friday, Sept. 17, at 1:30pm Saturday, Sept. 18, and at noon Sunday, Sept. 19. The top four vote-getting designers will compete Sunday before a panel of judges, including Chicago fashion magazine editors and local media personalities. The winner of the "Italian Expo Fashion Icon" competition will be announced at 6pm Sunday and awarded by *CS Magazine* with a trip to one of Italy's top fashion schools, the Polimoda International Institute of Fashion Design & Marketing in Florence, Italy.

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More than 100 companies and vendors from Italy and the United States will introduce, display and sell their products at the Expo, featuring the best of Italian and Italian-inspired cuisine, wine, fashion and jewelry, tourism, art and entertainment. A preview of **Italian Expo** will be on display throughout September at the Chicago Arts District's "showPODs" on South Halsted, between 18th and 19th Streets, in Pilsen. The high-exposure, compact showPOD spaces, which will include Italian-themed installations, sculptures and paintings from Italian and American artists, offers gallery-goers a non-traditional but rich art experience.

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Participating Fashion Competition Designers:

Alma Wieser
Borris Powell
C/FAN Designs, Inc.
FURIO Apparel

Horacio Nieto & Arlo Menswea
Maison de LaCour
Miriam Cecilia Carlson
Veil

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OVER A DOZEN CHICAGO CHEFS TO COMPETE IN COOKING COMPETITION AT "ITALIAN EXPO 2010," FROM SEPT. 17-19 AT NAVY PIER

CHICAGO—Cuisine-loving visitors at the fourth annual **Italian Expo 2010** will get to participate in their own version of a live Food Network or Cooking Channel show, as chefs from over a dozen of Chicago's best Italian restaurants compete before **Expo** audiences for the title of "*Maestro della Cucina*" (Italian for "Master of the Kitchen").

At this year's **Italian Expo**, held Sept. 17-19 at downtown Chicago's Navy Pier (600 E. Grand), competing chefs including John Coletta of Quartino, Bruno Abate of Tocco, and Jonathan Lane of Volare will present live cooking demonstrations and tastings in front of **Expo** visitors and a panel of "judges" that will be chosen randomly from the audience. The chefs will have 30 minutes to prepare one dish for the judges and audiences, who then will vote for a winner in the following three categories: taste, presentation of the dish, and overall cooking demonstration. The votes will be tallied throughout the weekend and at 4 p.m. Sunday, Sept. 19, the "*Maestro della Cucina*" will be announced and awarded.

For Chicago-area foodies, this year's **Italian Expo** offers a delicious opportunity to taste fresh, local interpretations of one of the world's favorite cuisines. Besides experiencing the culinary competition, **Expo** guests can sample the finest dishes from the city's finest chefs, paired with an array of fine wines imported from Italy, without the cost of a five-star meal. They can nosh on everything from Piccolo Sogno's *panini porchetta* (\$3) to 312 Chicago's *insalata panzanella* (\$5), from Tocco's *lasagna Bolognese* (\$8) to Trattoria Isabella's rigatoni with vodka sauce (\$10.95). Each year, cuisine and wine exhibitions draw many **Italian Expo** regulars, with others wooed by the variety of Italian culture and products featured. More than 100 companies and vendors from Italy and the United States will introduce, display and sell their products, showcasing the best of Italian and Italian-inspired cuisine, wine, fashion and jewelry, tourism, art and entertainment.

"**Italian Expo** will bring an exciting weekend of entertainment for adults and kids for a true Italian experience. Italy's 'La Dolce Vita' is about celebrating the world's most beloved foods and cooking, gorgeous fashion, cutting-edge product design and hand-crafted masterpieces, all of which and more can be enjoyed right here in Chicago during Italian Expo," said Fulvio Calcinardi, Executive Director of the Italian American Chamber of Commerce-Midwest (IACC).

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Participating Chefs

Bruno Abate, **Tocco**
Massimo Campagnini, **Volare**
Robert Reynaud, **Italian Village**
John Coletta, **Quartino**
Giovanni DeNigris, **Macello/Trattoria Trullo**
Anna Fiasche, **Ristorante Agostino**

Vincenzo Geraci, **Ristorante al Teatro**
Angelo Grimaldi, **I Monelli**
Ron Onesti, **Onesti Italian Steakhouse**
Michael Serratore, **Trattoria Isabella**
Luca Corazzina, **312 Chicago**
Giancarlo Nardini, **Club Lago**

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17 September 2010
FOR IMMEDIATE RELEASE

Media Contact:

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312.553.9137

Northern Italian Region of Lombardy Allows Locals to Experience a 'Taste of Italy' in Chicago

Chicagoland residents will be able to take a culinary tour of Italy's famed Lombardy Region by sampling food and wine at scheduled **Taste of Lombardy** events that will be held at participating grocery stores, shopping malls, restaurants and special events in the city and suburbs for the entire month of September.

This project is aimed at promoting Italy's Lombardy Region and the fine products from there, as well as where these products are available for purchase locally. These complimentary samples, including various cheeses, sweets and wines, will be distributed to customers during the events, along with materials informing the public on the region of Lombardy's authentic products and recipes. Additionally, select restaurants will be offering special menus, featuring famous dishes and wines from Lombardy.

"Taste of Lombardy" is the first project of its kind by the Italian Government, Buonitalia, the Region of Lombardy and Unioncamere Lombardia (an association representing the 12 Economic Chambers of the Lombardy Region). In order to achieve their objective, the Italian American Chamber of Commerce Midwest (IACC), together with Promos-Milano, a special agency of the Chamber of Commerce of Milan and Retecamere, will organize these events throughout the week.

The "Taste of Lombardy" month will be highlighted at **ITALIAN EXPO 2010**, from September 17-19 at Navy Pier, where attendees can visit a large display area to learn more about the agriculture and culinary traditions of this region and enjoy even more tastings. Present there will be the region of Lombardy's **DEPARTMENT OF AGRICULTURE** at Italian Expo are Executive Director Rosangela Morana and Project Manager Gianfranco Di Nicolantonio.

"The outcome of this month long event will determine future business ventures between the U.S. and Italy, increasing opportunities for similar trade relations to make it possible for Chicago to experience true Italian food and wine," stated Fulvio Calcinardi, Executive Director of IACC.

For more information, please contact the Italian American Chamber of Commerce at (312) 553-9137.

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Regione Lombardia

Northern Italian Region of Lombardy Offers Tourists 'Great Lakes,' Great Views, and Great Cuisine

Fashionable Milan may be the best-known city within Lombardy, but this northern region of Italy has something to offer nearly every tourist in search of year-round Italian adventure. Lombardy is home to the famed "Italian Lakes," stylish celebrity-favorite towns like Lake Como and Lake Maggiore that lie at the foot of the Alps Mountains. It's a place where cuisine and wine take center stage, with the region's high-quality olive oils, cereals, and well-known wines a product of its diverse landscape. Lombardy also is one of Italy's strongest industrial and commercial centers, and the city of Milan is an economic engine of the Italian economy.

Bordered by the Alps and Switzerland on its north and the Italian region of Emilia-Romagna to the south, Lombardy is well-located and easily accessible to international tourists, thanks to Milan's Malpensa Airport and an extensive train network.

Representing the region of Lombardy's **DEPARTMENT OF TOURISM** at **ITALIAN EXPO 2010** are Director Enzo Galbiati and Manager Silvana Ceresoli. Their visit to Chicago is aimed at promoting Italy's Lombardy region (or *Lombardia*, as it is called in Italian) and the diverse aspects of tourism offered. The Department of Tourism has teamed with the Italian American Chamber of Commerce-Midwest (IACC) and Promos, a special agency of the Milan Chamber of Commerce dedicated to development of international activities, to share Lombardy's diverse and fascinating tourism offerings with North Americans—and specifically, with Midwestern "Great Lakes" and Chicago-area residents and media.

During **ITALIAN EXPO 2010**, visitors to the Lombardy tourism display area will find resources that help them plan a memorable vacation, regardless of their budgets or time of year they visit. And because the region's legendary food and wine play such an important—and *delicious*—role in Lombardy, **EXPO**-goers can sample specialties that express the soul and culture of this rich agricultural region.

"We are proud to welcome Lombardy's Department of Tourism to Chicago, and to introduce Chicago and Midwestern tourists to this incredible region of Italy," said IACC President Robert Allegrini. "Lombardy has a rich culinary tradition and is renowned for its top-quality wines and traditional cuisine like *risotto* and *polenta*. But the region also is famous for cosmopolitan centers like Milan, beautiful Italian lake towns, and scenic mountain regions. Lombardy has much to offer visitors looking for an authentic Italian experience."

For more information about tourism in Lombardy, please visit www.turismo.regione.lombardia.it.



ITALIAN AMERICAN CHAMBER OF COMMERCE

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August 20, 2010
FOR IMMEDIATE RELEASE

ITALIAN AMERICAN CHAMBER OF COMMERCE ANNOUNCES 2010 HONOREES FOR 103rd ANNIVERSARY GALA & AWARDS DINNER on SEPT. 18

*Honorees include Illinois Gov. Pat Quinn
and ComEd President/COO Anne R. Pramaggiore*

CHICAGO—The Italian American Chamber of Commerce-Midwest (IACC) will present its coveted awards to local politicians and business leaders, honoring their work and community achievements during its **103rd Anniversary Gala & Awards Dinner** on Saturday, Sept. 18. The black-tie event will be held at the Palmer House Hilton Hotel, 17 E. Monroe, in downtown Chicago, and will begin at 6:30 p.m.

The IACC is proud to announce that Illinois Gov. **Pat Quinn** will attend the Gala, accepting the "Excellence in Government Award." In addition, **Anne R. Pramaggiore**, ComEd President and Chief Operating Officer, and the first female president in the company's history, will be awarded the "Business Excellence Award" for her dedication and impact made in her industry.

Francesco Beltoni, president of the Chamber of Commerce of Brescia (Italy), will accept the "International Trade Award" for bringing hundreds of companies from the Italian region of Lombardy to the United States to do business, as well as opening a branch office of the Milan Chamber of Commerce in Chicago last year. **Joseph G. Bisceglia**, Jenner & Block LLP Partner, will receive the IACC's "Humanitarian Award" for his outstanding charitable work with St. Jude Children's Research Hospital, his involvement in Jenner & Block's pro bono program, and his humanitarian work as president of the Illinois State Bar Association. **Terrance J. Hancock**, president of Teamsters Local 731, will be awarded the "Labor Leader Excellence Award" for his vast contributions to the labor movement as well as to autism research. Previous IACC Award recipients have included Sergio Marchionne, CEO of Fiat S.p.A. and Chrysler Group LLC, in 2008 and Academy Award-winning actor Ernest Borgnine in 2009, with an award presentation given by Chicago-born actor Dennis Farina.

For the past century, the IACC has recognized the accomplishments of influential business leaders at this elegant affair, which hosts over 450 business people and officials from the Midwest and Italy. The **Gala & Awards Dinner** marks an important event for the state, as Italy is Illinois' fifth most important trading partner. Approximately 800,000 Italian-Americans live in Illinois.

Additionally, this year's **Gala & Awards Dinner** will feature a Silent Auction that benefits the IACC Annual Scholarship Foundation, a runway fashion show featuring AGGA B., a Chicago-based designer whose "La Dolce Vita" collection has been exclusively designed for the **Gala**, and an exquisite menu that highlights Italy's world-renowned cuisine and wine.

During this same weekend, the IACC also will host **Italian Expo 2010** at Navy Pier's Festival Hall A, which will be attended by many of the **Gala** business professionals and VIP guests. More than 100 companies and vendors from Italy and the United States will introduce, display and sell their products at the **Expo**, showcasing the best of Italian and Italian-inspired cuisine, wine, fashion and jewelry, tourism, art and entertainment. For tickets and more information, visit www.italianexpo.us.

To RSVP to the Gala Dinner or for more information, contact Melissa Passalacqua at (312) 553-9137 ext. 15, or mpassalacqua@iacc-chicago.com.

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