

## PRESS RELEASE

### **CHEF EXPRESS (CREMONINI GROUP) SUPPORTS “VACANZE COI FIOCCHI” (GREAT VACATION), THE CAMPAIGN FOR TRAVELLERS’ SAFETY NOW IN ITS ELEVENTH EDITION**

**In the field are Piero Angela, Margherita Hack, Diego Abatantuono, Snoopy, Diabolik and many other personages to promote good sense on the road, under the High Patronage of the President of the Republic.**

Chef Express (Cremonini Group) is also at the side of many real and imaginary personages to convince drivers to use good sense and respect the rules of the road, so as not to put their own lives in danger and the lives of others. The occasion is the “**Vacanze coi fiocchi**” campaign, promoted under the High Patronage of the Republic that sees as protagonists, amongst others, Tex, Piero Angela, Diabolik, Carmen Consoli, Vito, Diego Abatantuono, Snoopy, Gianrico Carofiglio and Margherita Hack, the special correspondent from “Striscia la notizia” Cristina Gabetti and Giorgio Panariello.

The campaign will last all summer, a hot period not only from the climate viewpoint. In fact, in the months of July and August more than 900 persons lose their lives and 50,000 are injured: a tragedy that is more than expected that could be avoided because it does not depend on the situation and fate. There are too many tragedies that are the bitter fruit of irresponsible drivers. To make one reflect on this theme, without losing one’s smile, there are also the cartoons designed by Vauro, Gomboli, Giuliano, Bucchi, Jezek, Pillinini, Rebori, Minoggio, Mausoli and Maramotti, who with their scratchy jokes appear in a booklet that will be freely distributed throughout Italy.

The Invitation is therefore to be “ambassadors of road safety” leaving in your wake a message of civility commencing from use of safety belts that, Franco Taggi of the Istituto Superiore di Sanità (Higher Health Institute) reminds us, if everyone uses them, then more than 500 lives every year could be saved. Other advice for serene travel is extremely simple: keep to the speed limits, don’t drink alcohol or take medicines that induce sleep, avoid dangerous overtaking and using a mobile phone while driving, use baby seats, use a crash helmet, don’t be distracted, keep a safe distance, travel refreshed.

“Vacanze coi fiocchi” will be on show in many cities: from Trieste to Catanzaro, passing by Bologna, Naples, Brescia, Palermo, Vicenza, Venice, Reggio Emilia and Bergamo and will have its chief attraction on **Saturday 31 July**, when representatives of the institutions and volunteers will be at the motorway toll booths and in the piazzas to distribute the booklet and wish all a good journey to the sea, artistic cities and mountains.

With over 500 participants throughout Italy between the institutions, motorway companies, health organisations, radio and television, “Vacanze coi fiocchi” is the most supported road safety campaign in Italy. The messages will also travel on the waves of two hundred radio stations, which will broadcast 20,000 spots on the campaign free of charge.

is promoted nationally by the Centro Antartide di Bologna (Bologna Centre for Environmental Communication and Studies) with the collaboration of the Emilia-Romagna Region Observatory for Road Education and Safety.

All the information on the campaign is available on the site [www.vacanzecoifocchi.it](http://www.vacanzecoifocchi.it).

**Chef Express Spa** is the company that manage all the Cremonini Group's catering businesses. Chef Express Spa manages 38 service areas, with a total of 85 sales outlets, and is one of the principal Italian operators in motorway catering.

**Cremonini**, with over 11,500 employees, of whom over 5,000 are in the catering sector, is one of the largest food groups in Europe and operates in three business areas: production, distribution and catering.

The Group, which had total revenues of 2.8 million Euro in 2009, is the absolute leader in Italy in the production of beef and meat-based transformed products (**Inalca JBS** and **Montana**) and the marketing and distribution of food products to the food service sector (**MARR**). It also has a significant presence in the catering sector with the **Chef Express** brand (on-board trains and in railway stations and motorway service areas), and **Roadhouse Grill** (steak house chain).

Castelvetro di Modena, 22 July 2010

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