

PRESS RELEASE

EXPO MILANO 2015: *EXPOEXPRESS* THE EXHIBITION TRAIN OF THE UNIVERSAL EXPOSITION DEPARTS

- presented today by the FS Italiane Group, Expo Milano 2015 and Mondadori Group
- three carriages – *Live Expo*, *Food Expo* and *Casa Expo* – that from 30 August until 12 December will visit 12 Italian cities
- made available by Trenitalia, the tour will promote the Universal Exposition
- the carriages will offer a preview of all aspects of the Universal Exposition
- a vast range of free activities promoted by *Donna Moderna*, *Grazia*, *TuStyle*, *Starbene* and *Sale&Pepe*

Venice, 30 August 2014

ExpoExpress, an exhibition train that will travel across the country will promote the Universal Exposition, offer the public a range of free meetings, events, laboratories, castings and show cooking demonstrations.

The initiative was presented today in Venice by the chief executive of the FS Italiane Group, **Michele Mario Elia**, the Government Commissioner for Expo Milano 2015 and chief executive of Expo 2015, **Giuseppe Sala** and the chief executive of the Mondadori Group, **Ernesto Mauri**.

The special representative of the event was the actress **Ornella Muti**, who is also the Ambassador of Expo Milano 2015 and WE - Women for Expo.

The train will stop at 12 Italian cities between today and 12 December with three carriages – *Live Expo*, *Food Expo* and *Casa Expo* – each dedicated to specific activities. The *Live Expo* and *Food Expo* carriages will feature free activities open to the public promoted by *Donna Moderna*, *Grazia*, *TuStyle*, *Starbene* and *Sale&Pepe*, about fashion and cooking, nutrition and wellbeing, castings to become the protagonist of a fashion shoot, a *women wall* with the experiences of readers and show cooking demonstrations with star chefs. Meanwhile, the *Casa Expo* will offer an interactive path to explain Expo Milano 2015 and the focus on the theme “Feeding the Planet, Energy for Life”. *Casa Expo* will host the Ambassadors of Expo Milano 2015 and WE-Women For Expo, a project developed by the Universal Exposition in collaboration with the Italian Ministry of Foreign Affairs and the Fondazione Arnaldo e Alberto Mondadori.

During its tour *ExpoExpress*, which will depart from Venice’s Santa Lucia Station on the occasion of the 71st International Film Festival, and will stop off at 11 other cities: on **6 September** in **Verona**, **12 September** in **Padua**, **19 September** at **Milan Central**, **1 October** in **Genoa**, **11 October** in **Trieste**, **17 October** in **Rome**, **24 October** in **Turin**, **14 November** in **Bologna**, **21 November** in **Florence**, **28 November** in **Pisa Centrale**, **7 December** at **Milan Porta Garibaldi** and **12 December** in **Naples**.

Each of the stops of *ExpoExpress* will have wi-fi connection thanks to the support of Telecom Italia and Cisco, Official Partners that will provide fixed and mobile networks, IT solutions, IP and wi-fi connection and other innovative solutions for Expo Milano 2015. The technological layout of the exhibition train is by Samsung, the Official Edutainment Global Partner of Expo Milano 2015.

The decision to promote the Universal Exposition by train is not coincidental. Indeed, as underlined by the chief executive of the FS Italiane Group, **Michele Mario Elia**, the train offers an opportunity for people to meet and for cultural exchange, which is precisely what will happen for the countries that will animate Expo Milano 2015. In any case the support of the FS Italiane Group is across the board, from the supply and strengthening of railway services (connections and stations) to technical and logistical support for the exposition area and the national and international promotion of the Universal Exposition through our sales channels.

The Government Commissioner and chief executive of Expo Milano 2015, **Giuseppe Sala**, underlined the values and the educational content expressed by the theme of the upcoming Universal Exposition in Milan "Feeding the Planet. Energy for Life". Expo Milano 2015 will attract 20 million visitors from across the world and the train the ideal form of transport for reaching the exposition site.

Ernesto Mauri, chief executive of Mondadori, showed how the Group will make the company's unique editorial assets and know-how in terms of content and the value of the brands, available to an event that will put Italy at the centre of world attention. The free activities organised by the magazines *Donna Moderna*, *Grazia*, *TuStyle*, *Starbene* and *Sale&Pepe* on board the *ExpoExpress* will constitute an enormous communication platform able to draw in, inform and make people in general - as well as readers and enthusiasts - more aware of the theme of Expo Milano 2015.

Communication support for the entire initiative will also be provided by FS Italiane Group media (the online newspaper fsnews.it, the web radio available at over 400 stations FSNews Radio and the Twitter profile [@fsnews_it](https://twitter.com/fsnews_it)), as well as by the web and social channels created for the occasion by the Mondadori Group (expo-express.info, and the Twitter and Instagram social profiles using the hashtag #expoexpress). The initiative will also be communicated and enhanced by the social media channels of #Expo2015: Facebook Italia [facebook.com/Expo2015Milano.it](https://www.facebook.com/Expo2015Milano.it), Facebook Global [facebook.com/Expo2015Milano](https://www.facebook.com/Expo2015Milano), Twitter [@Expo2015Milano](https://twitter.com/Expo2015Milano) with the hashtag #Expo2015, and Instagram Official, [instagram.com/expo2015milano](https://www.instagram.com/expo2015milano).

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