

## **SACRAMENTO SAYS YES TO SAFE'S CAMPAIGN TO SAFEGUARD ITALY'S CULTURAL HERITAGE**

**Jersey City, August 1, 2005**—The non-profit group SAFE | Saving Antiquities for Everyone will present its **Say YES to Italy** campaign at the Festa Italiana in Sacramento, California. During the Italian food and music festival, on Saturday August 6, 11AM to 10PM and Sunday August 7, 11AM to 7PM SAFE will reach out to Northern California's Italian American community to generate awareness and support for SAFE's campaign to stem the destruction of the Italy's cultural heritage.

**Say YES to Italy** supports the renewal of a five-year bilateral agreement with the United States. This agreement, which restricts the importation of the most endangered types of antiquities from entering the U.S., was signed in 2001 and is about to expire. Designed to stop the looting of archaeological sites and the trade of illicit antiquities, this agreement has proven to be an effective deterrent. Yet looting continues in Italy, fueled by the multi-billion dollar global black market trade of antiquities.

"The US must renew this landmark agreement so that Italy can continue to make progress combatting the illicit antiquities trade, which has already destroyed much of Italy's ancient heritage. Failure to renew the agreement will be like taking medicine away from a sick person who's feeling better," says Cindy Ho, Founder and President of SAFE. "We are excited for this opportunity to present our **Say YES to Italy** campaign in the fun-filled environment of the Festa Italiana, and we are grateful to the Sacramento Italian Cultural Society for making this possible." "We support SAFE's **Say YES to Italy** campaign because preserving Italian heritage is what we are about," says Bill Cerrutti, Director of the Sacramento Italian Cultural Society.

**Say YES to Italy** includes an online appeal directed to the U.S. State Department to urge the renewal of the agreement at <http://www.savingantiquities.org/i-safe-mouitaly.php>. At the SAFE booth at Festa Italiana, SAFE members and volunteers will hand out information, and festival-goers will be able to sign the appeal at the booth. Scrumptious desserts will be given out while supply lasts.

This year celebrates the 20th annual Festa Italiana—and promises to be one of the best Festas ever. For more information about the Festa Italiana, visit the Sacramento Italian Cultural Society's website at <http://www.italiancenter.net/>.

### **About SAFE**

SAFE | Saving Antiquities for Everyone creates educational programs and media campaigns to raise public awareness about the importance of preserving cultural heritage worldwide. SAFE is a coalition of professionals in communications, media, and advertising working alongside experts in the academic, legal and law enforcement communities. SAFE has no political affiliations and is sponsored by the New York Foundation for the Arts (NYFA), a 501(c)(3) corporation. For more information please go to: [www.savingantiquities.org](http://www.savingantiquities.org).