

SANA NOVITÀ: THE PUBLIC, THE BLOGGERS AND THE CHALLENGE

The initiative has received a record number of entries – 700 new products on display at the Service Centre

Confirmation of the appointment with the event's 6 bloggers and the first Instagram challenge organized in collaboration with Igers Bologna

Bologna – **SANA Novità** returns with over **700 products** competing, products that are on display at the Fair and submitted by the companies: the most innovative products, new ingredients, new approaches to packaging, brand new product lines. The entries are divided into categories according to their type and reference sector.

Visitors will be able to discover the products of SANA Novità at the exhibition in the Service Centre of the Exhibition Centre and will be able to vote for their favourite entries.

The prize for the products with the most votes for each of the categories (Organic Food, Natural and Organic Body Care and Green Lifestyle) is provided by **Biorfarm** and consists of the adoption of an organic fruit tree, the harvest from which will be sent to the three winners for one year.

Biorfarm is the first digital platform that, through a personal account that can be activated by computer or mobile device, enables the user to adopt an organic fruit tree online or donate the online adoption as a gift. The “parent” can then receive news about the cultivation of the tree and receive its fruit, delivered direct to the “parent’s” home.

The award ceremony, scheduled to take place on **Sunday 10 September at 4.00pm**, this year will also involve the team of six official bloggers for the event. In fact, in addition to the awards chosen by the public there will also be the award **#BloggerForSana**, that the bloggers will select based on the criteria of creativity, innovation, beauty and quality.

The official bloggers for SANA 2017 are: for the sector of Food, Daniela Boscarolo of **Timo e Lenticchie** and Giulia Giunta of **La Mia Cucina Vegetale**; for the sector of Personal Care, Elena Rossi of **Vanity Space** and Miriam Fucci of **Dilikikka**; for the sector Green Lifestyle, Martino Goberti of **Green Planet** and Lucia Cuffaro of **Autoproduciamo**.

The innovation on the digital front this year is the Instagram challenge **“Without filters, your green life in one shot”**, organized in collaboration with **Igers Bologna**: followers of SANA’s social channel are invited to publish on Instagram, using the official hashtag #linguaggionaturale, a photo that captures, without filters, their concept of natural and organic life. The three winning pictures, selected by Igers and by the SANA social media team, will be announced on **Saturday 9 September at 2.30pm** at the Instameet organized at the event.

The winners will receive three prizes offered by **Bologna Welcome**: a guided trek around the hills surrounding Bologna; a bicycle tour of the beautiful and historic locations in the city accompanied by a local guide; a 3-hour lesson in Bolognese cuisine with a professional chef. Finally the 20 best photos will be exhibited at the Fair during the four days of the event in a special display.