

#SANA30TH: THE BIRTHDAY PARTY HAS ALREADY BEGUN ON SOCIAL MEDIA

A month-long success for **SANA 2018's Instagram challenge**. Between 23 July and 23 August more than 1500 photos were published as part of the initiative promoted in partnership with **Bologna Welcome** and with the collaboration of **Igersitalia**, to celebrate the 30th anniversary of the International Exhibition of Natural and Organic products also on social media.

For the challenge **#SANA30th**, Instagram users were invited to share original photographic content based on the theme "social party" for SANA and the preparations for a fully natural and organic party.

From the baking of organic cakes and pies to the wealth of vegan delicacies for the organic food area, from make up sessions with natural products to the presentation of everything necessary for the perfect skincare routine for the natural and organic personal care section, to the choice of outfits best suited for adults and children for the Green Lifestyle area: these were just some of the subjects of the photos submitted as part of the SANA challenge.

A selection of images was shared on the event profile on Instagram, while 150 shortlisted photos can be viewed on sana.it. The three winning photos – one for each category – will be judged by the events social team and by a technical jury composed of influencers: the photographer and chef **Alessandro Zaccaro**, the eco-friendly globe trotter **Federica Maiolo** and the influencer and television personality **Laura Manfredi**.

The prize-giving ceremony will take place directly at SANA, on Saturday 8 September in the covered square at the Service Centre at the exhibition.

In addition to its presence on Instagram SANA is also on other social channels. On **Facebook** and **Twitter** there is news from the sector and content linked to the event's numerous initiatives such as the SANA Academy, SANA Novità, SANA Shop and SANA City, and for 2018 also the presentation of **SANNY, the mascot for the thirtieth anniversary of the event**. SANNY will contribute to enriching the social narrative of the experience at the exhibition and will accompany some international travel bloggers who, as part of the initiative of **Bologna Welcome**, will follow the Via degli Dei, the renowned hiking route that connects Bologna to Florence.

Website

www.sana.it

Social Media

[Facebook.com/sanabologna](https://www.facebook.com/sanabologna) – [Twitter.com/sanafiera](https://twitter.com/sanafiera)

[Youtube.com/BolognaFiere](https://www.youtube.com/BolognaFiere) – [Instagram.com/Sana_fiera](https://www.instagram.com/Sana_fiera)

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