



Save Vernazza
Rebuild, Restore, Preserve

August 2013

Save Vernazza: Even Paradise Needs a Gardener!



Hello Save Vernazza supporters!

We are hard at work, as always, passionate to rebuild, restore, and preserve Vernazza's town and territory. We have three exciting updates to share with you:

Save Vernazza Launches Voluntourism Excursions

More than 225 Busabout guides and passengers have joined Save Vernazza Voluntourism Excursions since our May launch. This sustainable tourism program, supported by TreadRight Foundation, is the first of its kind in Vernazza and the Cinque Terre National Park. Our motto: "Even paradise needs a gardener."

We are so pleased with the project's success: 96% of participants rated the experience "Awesome" while the remaining 4% rated it as "Glad I did it". Passengers love the voluntourism experience, since it enables them to get off the beaten path and do something unique in Vernazza.

Twelve different landowners have been helped, with excursions returning multiple times to the same work site, to recover abandoned land, cultivate vineyards and orchards, and restore the terracing and dry stonewalling (for which Vernazza and the Cinque Terre were recognized as a World Heritage Site by UNESCO).

Check out this awesome [video](#) shot by the Busabout Vloggers on the SV excursion. Keep up with our progress on Save Vernazza's [Facebook](#) page.

Please make a donation to help us save Vernazza's territory and culture. [Donate Today](#)

Save Vernazza Guest at Eataly New York

On July 25 and 26, 2013, Save Vernazza was honored to be a guest at Eataly New York City, during its celebration of Liguria, the region where Vernazza is located. Eataly is the largest artisanal Italian food and wine



marketplace in the world and is the ultimate destination in New York for food lovers to shop, taste, and savor. Ruth Manfredi, SV President, worked at our beautiful booth, accompanied by her daughter Isabella and by Rachel Epstein, SV's summer intern.



Manfredi reported, "It was a unique opportunity to share our story, our accomplishments, and the need for continued financial support with the wonderful staff at Eataly and the public."

See more photos on [Facebook](#).

Check out the [Video](#) we played about Save Vernazza on YouTube.

"Renaissance of Vernazza" Project to Restore Vernazza's Public Spaces Moves Ahead

The "Renaissance of Vernazza" plan, designed by architects Lord Richard Rogers and Ernesto Bartolini, will rebuild Vernazza's public spaces with traditional materials, beautiful landscape design, simple street furniture and energy efficient lighting. Save Vernazza, the Town of Vernazza and the architectural team are busy finalizing the project design and meeting with Regional agencies and regulators to review requirements for the Phase One project in Piazza Marconi and Fontana Vecchia. Our aim is to break ground by December 2013.



Look for Phase One project details in our next newsletter, including the opportunity to donate and dedicate specific parts of the project (benches, paving stones, trees, etc.).

We are passionate about our work but we would not be able to accomplish anything without your help: thank you and GRAZIE to each and every one of our donors. Together, we are truly making a difference, improving daily life and creating a more sustainable future for Vernazza. Please donate today to Save Vernazza to help us on the road to recovery!

Grazie mille,
Ruth and Michele

Ruth Manfredi, SV President

Join other Friends of Vernazza.

Make a [Donation](#) and help make a difference today!



A Vernazza Hero: Domenico Di Michele

(Shown here with his wife Barbara)

The small seaside village of Vernazza is the foundation of Domenico Di Michele's life – he lives here, raises his family here, and continues to make his living as the local fishmonger (although he is also an electrician).

After the disastrous flood of October 25, 2011 devastated his community and destroyed his business, Domenico became a local hero: while other residents evacuated, Domenico stayed to assist in the emergency recovery operations. Despite being without running water, heat, and electricity for the entire winter, he elected to volunteer his time and skills as an electrician. Domenico spent months reinstalling and reconnecting the many lights throughout Vernazza. And he did so for free with a constant smile.

He worked side by side with many other brave local volunteers to restore this beloved village. Thanks to the efforts of heroic people like Domenico residents were able to return home in April 2012. Soon thereafter, businesses began to reopen, including his, albeit in a different location since his miserly landlord had the audacity to raise his rent.

We encourage you visit to Vernazza and meet her local heroes for yourself. Be sure to stop by



Pay It Forward

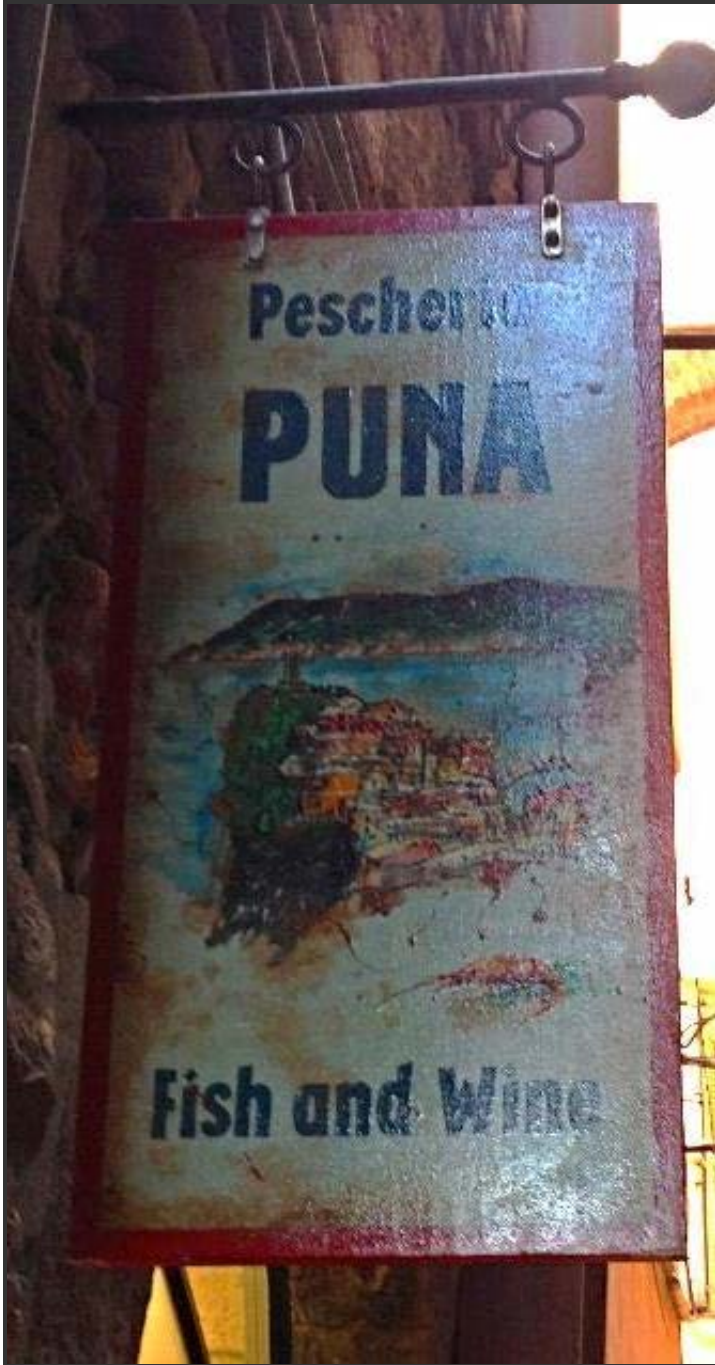
Vernazza gives the gift of beauty, serenity, and friendship to all who visit. Now she needs your help.

By making a financial donation of any amount you are helping secure the future of Vernazza and its residents.

Join other "Friends of Vernazza," [Click Here](#) and make your Donation today!

[Click Here](#) for more information about Save Vernazza.

Domenico's shop "Fish & Wine" to purchase fresh fish from the Ligurian sea. Or, do as I did with friends in mid-July: stop by for a fantastic aperitivo of white wine, raw oysters and clams and Domenico's own salted anchovies. Say "Ciao" and "Grazie" to Domenico, and tell him that Ruth sent you.



Despite the hard work of many local heroes, there is still so much work to be done to rebuild the town and restore the damaged territory. We need you! Please help us to continue to help ourselves: make a donation today and support the local heroes in Vernazza, preserving the future of this special village.

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