



Press Release

**UNIPOL, FONDAZIONE UNIPOLIS AND LIBERA
TOGETHER IN NAPLES ON 20 MARCH 2009**
*to promote the rule of law, development, employment and safety
and to support the Libera Terra cooperatives*

On **Friday, 20 March 2009**, at **11.30 a.m. in Naples** in the Chamber of Commerce's Sala delle Colonne (Via S. Aspreno 2), **Pierluigi Stefanini**, Chairman of Unipol Gruppo Finanziario and Fondazione Unipolis, together with **Don Luigi Ciotti**, Chairman of Libera, will present the results of the 'One euro per policy' initiative which Unipol is promoting in support of the cooperatives which run the property and lands confiscated from the Mafia and in order to sponsor honest work, development and safety along with the culture of lawfulness.

The initiative is being organised on the occasion of the 14th Memorial Day in Remembrance of the Victims of the Mafias which will be carried out the following day in the capital of Campania.

Gaetano Cola, Chairman of the Naples Chamber of Commerce, **Rosa Russo Iervolino**, Mayor of Naples, **Riccardo Di Palma**, Chairman of the Province of Naples, **Antonio Bassolino**, Chairman of the Campania Region, **Mauro Baldascino** of the Verso la cooperativa 'Le Terre di Don Peppe Diana – Libera Terra Campania' project, **Francesco Saporito**, Chairman of Associazione Agenti Unipol and **Gianpiero Calzolari**, Chairman of Agenzia Cooperare con Libera Terra will take part in the meeting.

For the third year running, Unipol has allocated to the 'Free Land' project one euro for each new policy signed within the context of the agreements with Partner Organisations (Legacoop, CGIL, CSIL, UIL, Confesercenti, CNA, CIA, Arci, Sunia). The sums collected in 2008 will go to support the 'Terre di Don Peppe Diana' ['Lands of don Peppe Diana'] cooperative in the municipalities of Castelvoturno and Cannello-Arnone, which will rear female buffaloes and produce organic mozzarella.

The 'One euro per policy' campaign will also continue in 2009 and will even be extended with the initiative offering 'One euro per current account' opened with UGF Banca.

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