

PRESS RELEASE

**CALA VIOLINA BEACH IN SCARLINO ADOPTED.**

**MAREVIVO'S COMMITMENT IN TUSCANY CONTINUES WITH THE SUPPORT OF BANOR**

The Marevivo no-profit's national **"Adopt a beach"** campaign forges ahead, aiming to preserve and enhance stretches of coastline that are of significant and naturalistic and environmental worth but are under threat from human activity: rubbish left behind during peak visitor times is putting delicate ecosystems at risk.

On Saturday 3 September, the Head of the Marevivo Onlus Beaches and Coasts Division **Rita Paone**, Mayor of Scarlino **Francesca Trivison** and Councillor for Tourism **Silvia Trivison** inaugurated the adoption of the **Cala Violina beach** in the Municipality of Scarlino, province of Grosseto. The site's inclusion in the "Bandite di Scarlino" Nature Reserve and its protected status under ANPIL (Protected Natural Area of Local Interest - Scarlino Coasts) gives clear testimony to its great naturalistic value. Girdled by a belt of luxuriant Mediterranean scrub, the beach is famous for its crystal-clear waters and its ultra-fine quartz sand granules – when walked on they make sound not unlike the notes of a violin.

The event, sponsored by the **Municipality of Scarlino** and the **Tuscany Region** and supported by **Banor**, featured a massive beach clean-up operation in collaboration with **Tartamare** and **Terramare**. Three information panels were mounted to raise local and tourist awareness of the beach ecosystem and the importance of adopting sustainable behaviour to help preserve this extraordinary natural environment.

Portable ashtrays were also distributed to encourage people not to discard their cigarette butts, which is already banned under municipal rules.

In the coming weeks bicycle parking racks will be set up, three wooden benches will be installed – in agreement with the local administration – and further clean-ups will be held, together with sports initiatives.

*"Marevivo is delighted to make Cala Violina an adoptable beach that will benefit from constant monitoring. We would like to thank everyone for their enthusiastic backing for our campaign now and in the future, allowing us to lay the groundwork for future actions to support these very delicate, very special coasts and beaches."* **Rita Paone, Head of the Marevivo Onlus Beaches and Coasts Division.**

*"The municipal administration will maintain its commitment to protect Cala Violina – said **Francesca Trivison, Mayor of Scarlino** and **Silvia Trivison, Councillor for Tourism at the Municipality of Scarlino.** The second year of the limited-numbers system at the beach has confirmed the pattern begun in 2021: environmental conditions have improved and nature is once again resurgent in this corner of the Maremma. Our partnership with Marevivo is a further step forward in the task we have taken upon ourselves: protect Cala Violina."*

*"We are very happy to support Marevivo in its efforts to protect the sea and biodiversity." So says **Massimiliano Cagliero, CEO of Banor SIM.** He continues: "We immediately felt a strong sense of shared values and it was natural to initiate a conversation. That has now led to our ongoing support for Marevivo projects right up to the adoption of the Cala Violina beach. Protecting the environment has to be the priority of civil society, investors and asset managers, especially since sustainable and responsible ESG investments have taken off in recent years and look set to continue on this path."*

For more information on “Adopt a beach”: <https://marevivo.it/sub-attivita/adotta-una-spiaggia-toscana/#spiaggia-cala-violina>

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