
media release

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Popular Italian TV Programme Filmed in Malta

The Maltese Islands will be featured on various episodes of the popular programme 'Melaverde' broadcast on Canale 5 every Sunday. Now in its 20th season, 'Melaverde' attracts an average audience of 2 million viewers and a share of 13.5%.

A production crew from the programme, led by co-presenter Ellen Hidding was in Malta to film 3 separate episodes, all of which will be aired in September 2017. The episodes are titled '*La Perla del Mediterraneo*' (the Pearl of the Mediterranean), '*Tra cavalieri ed agricoltura*' (Between Knights and Farming), and '*Le Isole Maltesi*' (The Maltese Islands).

During their week-long expedition, organized and hosted by the Malta Tourism Authority, Ms Hidding and her team filmed in various locations around the Maltese Islands. These included Marsaxlokk, Vittoriosa, the Upper Barracca Gardens in Valletta, several locations in Gozo, as well as a segment on Comino. The programme included interviews with Minister for Tourism Konrad Mizzi and Minister for Gozo Justyne Caruana, as well as with various experts in the field of cultural heritage, agriculture, fishing, gastronomy, and others. MTA's Director for Italy, Mr Claude Zammit Trevisan, was also interviewed on the programme.

MTA CEO Mr. Paul Bugeja commented on the importance of obtaining such publicity for the Maltese Islands. *"The Malta Tourism Authority and its overseas network are constantly seeking opportunities for promoting our islands on major broadcast media internationally, especially in our main source markets. Melaverde is an excellent example of how this can be achieved through a high visibility programme which brings to the fore some of our islands' strongest attributes from a tourism perspective. The natural environment, food, traditions and authenticity are key ingredients of this popular programme, and all play an important part in making Malta and Gozo truly unique."*

Melaverde is an Italian TV program conceived from an idea by Giacomo Tiraboschi. Originally aired on Rete 4 , it moved to Canale 5 in 2012. The programme, which won several awards, airs every Sunday from 12.00 to 13.00. It is conducted by Edoardo Raspelli, Italian journalist, writer and gourmand, and Ellen Hidding model, TV executive and former Dutch swimmer.

After being broadcast on TV, the 'Malta' episodes will also be available online at:
http://www.video.mediaset.it/programma/mela_verde/melaverde.html



