

NIAF and Roots 'n Tours together for Roots Tourism and enhancement of our territories

The rediscovery of family roots and traditions and the enhancement of smaller territories are at the heart of the partnership between the National Italian American Foundation (NIAF) and Roots 'n Tours

*Thanks to the agreement signed at the beginning of October between the **National Italian American Foundation (NIAF)** and **Roots 'n Tours**, Italian-American residents of the United States will be able to rely on operational support in Italy for the organization of tours, initiatives and research to rediscover the roots of their family and their territories of origin.*

The format was put in place by **Roots 'n Tours** for NIAF members and supporters, in the formulation of travel proposals, direct involvement of local administrations and communities, artisans and producers, as well as businesses in the field of tourism who blend the values and objectives of the initiative. This allows the creation of extraordinary experiences and unique event opportunities with the territories and families of origin to rediscover traditions, environment, culture, art and history.

"Now more than ever do we have a sense to know where we come from and are proud to bring our members that opportunity through Roots'n Tours." explains Gabriella Mileti, NIAF Program Manager of Government Affairs and Community Outreach.

The agreement between *NIAF* and *Roots 'n Tours* is part of the promotion and development of economic and cultural relations between Italy and the United States, in line with the mission NIAF has given.

Under the partnership with *NIAF*, *Roots 'n Tours* together with its partners, administrations and local communities will set up a number of initiatives that will facilitate the organization of *Roots tours* in the territories of origin, mapping the areas of emigration and destination and carrying out genealogical and family research.

"We are proud of this agreement which allows us to provide the community of Italian-Americans with the rich network of partners, administrations, craftsmen, manufacturers and associations that we have already developed on the territory - explains Rosario Turrisi, who together with Giovanni DeCarli created the Roots 'n Tours format -. The Italian community has made a major contribution to the history and progress of the United States and being able to welcome them here in Italy, accompanying them to the rediscovery of their roots, is something that makes us very happy and is an opportunity for everyone."

The local administrations and operators who will join the initiatives that will be developed under the partnership between NIAF and *Roots 'n' Tours* will have the opportunity to activate promotional projects for their territories, making tourism truly a value for the community, exiting from classical schemes and traditional organizational and operational models and transforming the various territorial subjects from simple "contained" product and service providers into "starring actors" and partners of the tourist proposal.

"Italy has a huge cultural, artistic and environmental heritage not sufficiently developed in smaller territories and too often exploited to generate value outside the same territories - explains Giovanni DeCarli recalling the Vision on which the activities of Roots 'n' Tours are based -. Territory and cultural identity must play a central role in generating a value that remains and should be the main lever of economic development and social redemption, enabling the introduction of innovative tourism models that also promote seasonal adjustment and internationalization."

The agreement will also allow producers in the territories of emigration to promote NIAF members and supporters with their regional local products.

Roots 'n' Tours is an initiative born of the union of the passion for Italy and its territories with the managerial and multidisciplinary skills of Rosario Turrisi and Giovanni DeCarli, who have put together common concrete experience and good managerial practices, and competency in the fields of tourism, organization, personal and entrepreneurial development, and new technologies.

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To learn more www.rootsntours.com

The **National Italian American Foundation (NIAF)** is a non-profit organization with its headquarters in Washington, D.C. NIAF is dedicated to serving as a resource for the Italian American community and works to preserve the Italian American heritage and culture, and promote a positive image and legacy of Italian Americans. It also strengthens and empowers ties between the United States and Italy.

To learn more www.NIAF.org.