

# PRESS RELEASE



## Press release concerning the start of „Sinaia 365” Project

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„Carmen Sylva” Centre of Culture, located in Sinaia, 80 Mihail Kogalniceanu Street, 106100, Prahova, în partnership with U.A.T. Sinaia announces the start of „Sinaia 365” Project.

The key message of the project is: „Sinaia in 365 instances”

- the implementation period of the project: 4 months, between 01.06.2015 – 30.09.2015;
- the implementation location: Romania, Prahova, „Carmen Sylva” Centre of Culture;
- the total amount of the funding contract is 65.104,50 RON, the eligible amount of the project being 65.104,50 RON, where 55.338,83 RON (85%) is Grant SEE, and 9.765,67 (15%) is co-financing from the national budget;
- the agent of the program implementation: The Ministry of Culture – Department of Project Management;
- the program that frames the funding of the project: PA 17/RO13: „Promoting the Cultural and Artistic Diversity Within the European Cultural Patrimony” financed through SEE Financial Mechanism 2009 – 2014;
- the main goal of the project is the accomplishment of a photo album which would convey a unique and thorough perspective on the material and immaterial patrimony of Sinaia in order to promote, revitalize and preserve it;
- the specific objectives of the project are: capturing, preserving and promoting, on the pages of a photo album, of the most relevant moments and settings from cultural, artistic and landscape - architectural points of view, along the year.

**The outcomes of the projects are:**

- the issuing of a photo album (1500 copies);
- increasing the international mobility of artists and their works of art;
- promoting the education of the public through art and culture;
- increasing the visibility of Sinaia town along with the promotion of the project;
- to strengthen the relations (by distributing the album to Sinaia's twin cities as well as to the delegations that visit Sinaia);
- to improve the access of the public to culture (by means of a website which will contain the images and the information included in the album and will become a virtual communication means);

**The name and the contact data of the person who can offer more information on the project:**  
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