

PRESS RELEASE

THE INTERNATIONAL CAMPAIGN 'FOOTPATH SYSTEMS OF GREECE' HAS OFFICIALLY COMMENCED THROUGH A TREASURE HUNT, ON THE HISTORIC ISLAND OF HYDRA

On Sunday, September 15, 2013, a "Treasure Hunt" event took place, in the context of the 5th Shipping Conference of the Fraternity of the Athenian Hydriots, organized under the Auspices of the Ministries of Marine & Aegean Sea, and Tourism. The event marked officially the launch of the international awareness campaign for the "Footpath Systems of Greece".

The "Footpath Systems of Greece" international campaign aims to present and promote the uniqueness and beauty of Greece's unknown footpaths, mountain walking trails and historic streets and alleys of Greek cities, which present a significant historical, geographical and religious interest. Such initiatives aim to attract tourists to Greece, especially during the winter season.

The citizens of Hydra, tourists, guests and the conference's attendees participated on this first international "Treasure Hunt". Through this fascinating game, they all had a great opportunity to discover a wealth of information about the history, culture and traditions of the beautiful island. The "Treasure Hunt" was organized and designed by 'EY ZHN Vitality'. Concord Consulting Services is responsible for the international promotion of this awareness campaign.

Following the "Treasure Hunt" and walk-through, all participants had lunch at the Douskos Tavern "Xeri Elia" and enjoyed Greek traditional food & delicacies, as well as local recipes.

Finally, during this three-day event, the unforgettable 1957 movie "Boy on a Dolphin" with Sophia Loren, was screened at the island's summer open-air cinema.

Very soon, a second "Treasure Hunt" will take place in Hydra. Please, send your participation applications and spread the word, through the following website: www.aya.com.gr

Useful links:

<http://www.aya.com.gr/>

<http://www.aya.com.gr/pdf/itreasure2013a.pdf>

<http://www.hydra.gr/what-to-do/monopatia-hydra/>

<https://www.facebook.com/footpathHydra>