

100 CENTENARIANS FOR EXPO

SPECIAL AMBASSADORS OF THE MEDITERRANEA DIET COMMUNITIES FOR A LONG LIFE

Extraordinary witnesses of the Mediterranean Diet lifestyle from the territory of Cilento (Campania Region of Italy) arrived at Expo on 19 October. The 115 centenarians, who live in Cilento, are the ambassadors of long life.

The event *100 Centenarians for EXPO: the Mediterranean Diet helps you live a longer life*, launched by Stefano Pisani, Mayor of the city of Pollica (Cilento) coincides with the week that Expo 2015 dedicates to the Campania Region (Italy).

Over 160 people have participated in the event. Vincenzo De Luca, President of the Campania Region and Oscar Farinetti, the founder of EATALY, have contributed with their greetings and speeches during the meeting.

All the participants underlined that for many years the Campania Region has been regarded as a place where there are only environmental emergencies, wastes and landfills. This delegation from Cilento is a living statement of the possibility of obtaining long life and good health in Campania, thanks to the Mediterranean Diet discovered in Cilento.

This special ambassadors help explain to the entire Italy that in the Campania Region there is great quality of food. The Mediterranean Diet is not only a diet, but a lifestyle. They are the citizens who represent a way of life made of genuine products and deep human values.

The event is part of the initiatives realized during the six months of Expo 2015 by the International Network of Mediterranean Diet Communities, one of the strategic partners of the KIP Pavilion.

To know more

[International Network of Mediterranean Diet Communities Brochure](#)

