



IERVOLINO ENTERTAINMENT

red carpet.

PRESS RELEASE

**IERVOLINO ENTERTAINMENT:
RED CARPET IN THE “SEE SICILY” CAMPAIGN TO PROMOTE TOURISM IN THE
SICILIAN REGION**

The subsidiary of Iervolino Entertainment has selected spokespeople for videos promoting the Region: Eleonora Abbagnato, Colapesce and Dimartino, Nicole Grimaudo and Carlotta Ferlito

Rome, 4 June 2021 – **Iervolino Entertainment** (“IE”), a company engaged in the production of cinematographic and television content for the international market and listed on the AIM Italia stock exchange, continues to offer celebrity management services through its subsidiary **Red Carpet**, working with Itaca Comunicazione for the casting of talent for the new national and international “See Sicily” advertising campaign of the Sicily Region, aimed at promoting tourism in the area.

Red Carpet cast four Sicilian personalities – **Eleonora Abbagnato, Colapesce and Dimartino, Nicole Grimaudo and Carlotta Ferlito** – who will be the protagonists of the campaign’s promotional videos shot in locations that are strongly representative of the Sicilian essence and created to relaunch tourism on the island after the pandemic.

The cross-media campaign will go live starting on 6 June via the main Italian television networks (RAI, Mediaset, Sky, Discovery, TV2000 and LA7), out-of-home in many cities of the country and ads in national and international newspapers.

Ellida Bronzetti, co-founder and CEO of Red Carpet, noted: *“By participating as a partner in the ‘See Sicily’ campaign, Red Carpet is helping to relaunch the Sicilian tourism sector and the country after the severe health emergency that struck us. Over the years we have developed a strong sensitivity in the search for the right faces to represent various values. In this case the names selected, coming from the worlds of culture, entertainment and sports, are a testament to Sicily’s creative wealth”.*

Andrea Iervolino, president and founder of Iervolino Entertainment, added: *“Red Carpet continues to strengthen our presence in celebrity management. Its professionalism and years of work in the sector make it the ideal partner for the production of targeted endorsement projects, and we are pleased that this opportunity gives us a chance to do our part to relaunch tourism at such a decisive moment for the country’s economic recovery”.*

Iervolino Entertainment S.p.A. (IE) is a global production company founded by Andrea Iervolino, engaged in the production of cinematographic and television content including films, TV shows, web series and much more. Specialised in cinema Made in Italy for the international market, IE employs the same business model used by the major Hollywood studios, and can boast relationships with leading international partners that, in addition to guaranteeing revenues from the sale of licences, allow the perpetual exploitation of new and existing intellectual properties for the production of exclusive content through rights to remakes, sequels and other products derived from the web. Since 2019, Iervolino Entertainment has focused its production mainly on animated web series in a short format for mobile devices, with episodes lasting 5 minutes each, opening a new window on the world of entertainment and a cutting edge vision of the future of content use. The Company also operates through subsidiaries such as Arte Video for post-production and Red Carpet for the celebrity management division. Listed on the AIM Italia market of the Italian Stock Exchange in August 2019, in 2020 Iervolino Entertainment recorded consolidated revenues of €120.7 million, EBIT of €22.7 million and net income of €19.5 million. <https://iervolinoentertainment.com/>



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