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Release

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## ENEL TURNS THE LEANING TOWER OF PISA BLUE FOR THE 70TH ANNIVERSARY OF THE UNITED NATIONS

**Rome, October 23<sup>rd</sup>, 2015** – Enel has joined the global campaign to commemorate the 70<sup>th</sup> anniversary of the United Nations and is lighting up the Leaning Tower of Pisa. On October 24<sup>th</sup>, more than 250 monuments, churches, temples, museums and other landmarks in more than 65 countries around the world will be lit up blue, the official colour of the United Nations, as part of a global campaign to commemorate the 70<sup>th</sup> anniversary of the United Nations. Enel will also light blue its pavilion at EXPO Milano 2015.

*“We are very pleased to participate in this global campaign to commemorate the 70<sup>th</sup> anniversary of the United Nations, lighting the Leaning Tower of Pisa blue”,* said Enel CEO and General Manager **Francesco Starace**. *“Enel fully shares the UN’s values and principles of peace and socio-economic progress. The private sector, and especially the electricity industry, has a decisive role in promoting sustainable development and global stability, opening new growth opportunities for everyone, while respecting the environment and local communities”.*

*“I am grateful our Member States are showing such strong enthusiasm in marking 70 years of UN support for peace, development and human rights,”* said UN Secretary-General **Ban Ki-moon**. *“By turning the world UN Blue for a day, we can light the way to a better tomorrow.”*

Following the time zones, the global celebration will kick off in New Zealand and then Australia with the lighting of the Sydney Opera House at dusk, and from there a wave of UN Blue will move across countries and continents as monuments around the world take part in the international event.

World famous landmarks, from Australia’s Sydney Opera House to the Great Pyramids of Giza in Egypt, the statue of Christ the Redeemer in Rio de Janeiro and the Empire State Building in New York, will be lit blue. Other participants include the Great Wall of China, the Leaning Tower of Pisa in Italy, Russia’s Hermitage Museum, the ancient city of Petra in Jordan, Edinburgh Castle and Central Hall Westminster in the United Kingdom, the Tokyo SkyTree Tower in Japan, the Alhambra in Spain and many others. In Italy, in addition to the Leaning Tower in Pisa, participating venues include the Basilica di San Francesco (Assisi), Palazzo Granafei Nervegna and the Roman Column (Brindisi), Palazzo Marino (Milan), Palazzo Gambacorti (Pisa), the Bell of the Fallen (Rovereto), the Fountain of Neptune (Trento), the Mole Antonelliana (Turin), the Tree of Life at EXPO Milano 2015.

United Nations Headquarters in New York will light up for two nights, beginning October 23<sup>rd</sup> when the annual UN Day concert will be held, and concluding on October 24<sup>th</sup>.

This global event will be covered extensively on social media using the hashtags #UNBlue and #UN70 and shared with the UN’s millions of followers on Instagram, Facebook, Twitter, Weibo, Flickr and more. Photos and videos of UN Blue landmarks around the world will be available via Flickr (<http://j.mp/UNBluePhotos>) and UNIFEED (<http://www.unmultimedia.org/tv/unifeed/>).



More information on “Turn the World UN Blue” and other UN70 global activities and celebrations can be found at [www.un.org/un70](http://www.un.org/un70).

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