



## Costa Zena Festival: A Record Day For Costa Cruises

July 7, 2018

*The Italian company celebrates its 70th anniversary with an extraordinary party in Genoa.*

*The first attraction to open was the 340-meter long water slide, where the company is trying to beat Guinness World Records for the longest slide. Exceptional godmother Diletta Leotta.*

**Genoa, July 7<sup>th</sup> 2018** – July 7<sup>th</sup> will be a red-letter date in the history of **Costa Cruises**: today in Genoa, during the **Costa Zena Festival** – the party to celebrate the 70<sup>th</sup> anniversary together with the city – the company has conquered an incredible world primacy and is trying to win another record.

The water slide, which is 340 metres long, has been designed and installed to break the highly coveted Guinness World Record for the **longest "slid" in one hour!** Locals and tourists have been experiencing the thrill of sliding along the inflatable slide – in the central Via XX Settembre – since 10 o'clock this morning, helping to establish the new record of 775 kilometres in one hour. Special guest was the television presenter and radio host **Diletta Leotta**. The slide has been inaugurated by **Neil Palomba**, General Manager of Costa Cruises, the Mayor of Genoa **Marco Bucci** and the President of the Liguria Region **Giovanni Toti**.

The Costa Zena Festival conquered another incredible world record: **the primacy for the longest string of bunting ever. 2,070 traditional maritime signal flags** for a total length of **2 km**: these numbers have allowed Costa Cruises to reach the goal, climbing on the highest step of the podium. The "Gran Pavese" was hosted on the streets of Genoa, from Via XX Settembre to the Old Port, to signal the areas of the festival.

**The party that celebrates Costa Cruises' 70<sup>th</sup> anniversary continues until night hours**: the water slide will remain opened for the entire afternoon until the last "slide", scheduled at 8 p.m. Visitors and "sliders" can enjoy a packed programme of funny events in the city centre of Genoa: the Old Port and Piazza Caricamento will be animated by more than sixty performers from all over Europe and twenty-nine singers, DJs, and Genoese comedians.

Attractions and entertainment guaranteed for everyone. In Piazza de Ferrari, children can have fun with workshops and games with the **Peppa Pig mascots** and **PJ Masks**, or even relax on the sun loungers in the solarium, set up right next to the fountain.

Piazza delle Feste will host all the comedy shows by **Maurizio Lastrico**, **Bruciabaracche** and many other **Genoese comedians** between 6 p.m. and 8 p.m., while street artists, acrobats, musicians and dancers will continue to entertain the public in Piazza Caricamento and at the Old Port.

One must-see event is the big concert that will take place at 8.30 p.m. on the Radio 105 stage opposite Piazza delle Feste: it will host some of the best loved singers and bands of the moment: **Michele Bravi**, **Elodie**, **The Kolors**, **Francesco Gabbani**, **Ermal Meta**, **Irama** and **Moreno**. The gig is followed by a grand finale with an electrifying **DJ set** that will keep everyone on the dance floor until late into the night.

From 20.30 to 22.30, at the Arena del Mare, an unmissable concert will be staged by the everlasting couple **Al Bano and Romina Power**, celebrated artists in Italy and around the world, singing together again to celebrate "Happiness", a theme that is particularly dear to Costa Cruises.

At around 11:30 p.m., in the waters of the Old Port, opposite Calata Falcone and Borsellino, for the first time in Liguria, **an incredible light and water show will thrill the audience**.

For further information:

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