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## PRESS RELEASE

### *NewPilgrimAge project kick-off meeting sets the stage for three years of intense transnational cooperation across the Central Europe area of St. Martin cultural route*

The NewPilgrimAge Project (Strengthening Cooperation in the field of Cultural Heritage Management) had its official “Kick-Off Meeting” on June 28-29, 2017, at the Conference room of Park Hotel Pelikán Szombathely.

NewPilgrimAge, supported by Interreg Central Europe Programme through European Regional Development Fund, draws together 9 partners across five countries (Slovakia, Italy, Croatia, Slovenia, Hungary). The project strives to identify solutions for common challenges identified across the Central Europe area of St. Martin cultural route, which include voluntary services in cultural heritage preservation and cultural tourism, digitilisation, ‘reuse’ heritage through creative and cultural industry.

The Kick-Off meeting was open only to project partners, who reviewed and detailed the project’s activities and its work plan while agreeing on immediate actions for the next six months. The Kick-off meeting was organised by the Municipality of Szombathely, the Lead Partner of the NewPilgrimAge project.

During the meeting we had opportunities to get to know each other's activities and thanks for a guided tour we could explore the cultural heritage of Szombathely related to St. Martin.

### **Background**

Saint Martin, the symbol of sharing, is one of the most popular saints in central Europe with thousands of monuments and intangible heritage (folk traditions, legends) keeping his memory alive. Partner cities of the NewPilgrimAge project are located along the European Cultural Route of Via Sancti Martini. They join forces to revive this cultural heritage and promote the common European values of solidarity and hospitality linked to St Martin.

Cities and cultural organisations from five countries will mobilise their citizens, most of all young people and small enterprises, to propose and jointly develop new creative initiatives valorising the untapped heritage potentials.

The NewPilgrimAge Project started in June 2017 and will run until May 2020. The project is implemented under the umbrella of Interreg Central Europe - a European Union programme for interregional cooperation to cooperate beyond borders in central Europe to make our cities and regions better places to live and work.

The amount of overall funding for NewPilgrimAge is EUR 1.429.634,60.

**For more information: [www.interreg-central.eu/newpilgrimage](http://www.interreg-central.eu/newpilgrimage)**

If you are interested in cultural heritage management topic related this project, be member of NewPilgrimAge project's Facebook group:  
<https://www.facebook.com/groups/newpilgrimage>

#### Press contacts

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