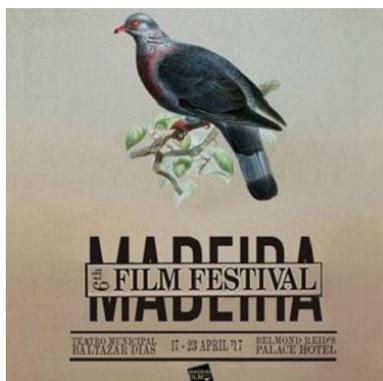




## NEWSLETTER

April de 2017

Get away to somewhere different this month! Make the most of the holidays, enjoy the pleasant climate and celebrate spring in Madeira. Pay tribute to nature with the Flower Festival and discover the many charms this destination has to offer. Madeira: you could be here!



### Madeira Film Festival 17th to 23rd of April

The 6<sup>th</sup> edition of this event will feature a bold, diverse range of films, with a total of 18 feature films and 12 short films, including 2 national previews and one international preview.

The feature films to be exhibit in this edition of the festival will be brought in collaboration with Portuguese distribution companies, alongside with a Chinese movie resulting from a partnership with the Shanghai International Film Festival and the Chinese Embassy.

The *Salão Nobre* at the Municipal Baltazar Dias theatre will also feature a screening of the 10 films selected for the Interactive Digital Cinema category, in collaboration with the M ITI.

Besides film screenings, the festival will offer the usual range of different master classes and talks with Madeira Wine, as well as, an extensive social programme with parties, dinners, music concerts, gatherings with directors, actors and guests, and fashion shows by international designers.



### Madeira Ultra Trail 19th to the 23rd of April

This month, Clube de Montanha do Funchal (CMOF) will organise the 6<sup>th</sup> edition of the MIUT - Madeira Island Ultra Trail -, a mountain running race which offers participants a journey along trails on some of the highest peaks on the island.

This year, the MIUT has succeeded in attracting a number of high profile participants, with more than 60 athletes greatly rated on the performance index of the ITRA - International Trail-Running Association -, of whom, 40 accomplished the elite athlete ranking system.

The event comprises four races: MIUT, Ultra, Marathon and Mini, all with a linear, non-stop format. The MIUT is part of the 2017 UTWT calendar (Ultra Trail World Tour) and counts towards the Ultra Endurance championship (Series 150).

The routes of the 4 races cross areas belonging to the municipalities of Porto Moniz, Calheta, Ponta do Sol, Ribeira Brava, São Vicente, Santana, Câmara de Lobos, Funchal, Santa Cruz and Machico.

For further information, please browse: <http://madeiraultratrail.com>



### Madeira Fashion Weekend 22nd and 23rd of April

Held for the first time in Madeira, this is a fashion event that aims to highlight not only the scenic features of the island, but also promote it as a potential fashion centre.

The Madeira Fashion Weekend will take place at the Pestana Casino Park Hotel, in Funchal. It is a daring project that will bring together fashion, music and dance. Regional, national and international designers will have the opportunity to present their work on the catwalk to the sound of musicians and dancers complementing the show with a wide range of rhythms. For further information, please visit the official website for the event: <http://www.madeirafashionweekend.com/>



### **Flower Festival 4th to 21st of May**

Madeira features floral species with origins from all around the world. This diversity and a deep-rooted predilection for gardening among Madeiran residents, have given rise to the events currently advertised on the poster for the Madeira Flower Festival.

This year, the festival focuses on a theme: Let's flourish Madeira. The spring-time festival, highly sought after by tourists, has continued to grow in terms of both programming and duration and now lasts for three weeks.

The festival maintains its particular focus on the Great Allegoric Parade of the flower and on decoration, living paintings and entertainment in the down town, while other activities attract increasing numbers of tourists and residents, allowing them to 'awaken their senses', primarily through workshops including wine and food tasting sessions, craft taster sessions (Madeira embroidery, sausage-making, etc.) and even decorative activities such as constructing traditional floral carpets.

Strongly associated with childhood due to its timing in spring, the season of the year most favourable for flowering, the Flower Festival is more and more inclusive each year: as well as the Wall of Hope in which more than a thousand children participated, a Wall of Solidarity will also be created.

Recently, the event was expanded to include another procession, a parade of classic cars from one of the best known classic car fleets in the country, suitably linked to the flower theme, whose vehicles (cars and motorbikes) are later exhibited, allowing them to be better appreciated by enthusiasts.

### **11 sites in Madeira compete for the 7 Wonders**



The organisers of the 'Seven Wonders of Portugal' have announced the 332 villages in the seven Portuguese regions which have been selected for the newest edition of this competition.

Among the 332 Portuguese villages, eleven are located in Madeira Island and are nominated for different categories, namely: Arco de São Jorge, Espigão, Furna and Curral das Freiras are competing in the "Remote Village" category. Madalena do Mar and Porto Moniz are candidates for the "Seaside Village" category. Chão da Ribeira, in Seixal and Ilha, in Santana, have been selected for villages in "Protected Areas" category, while Lombada dos Esmeraldos in Ponta do Sol appears in the "Monument" category. Serra de Água is competing as a "Riverside

Village". Faial is nominated in the "Rural Village" category. Curral das Freiras also has a second nomination for the "Authentic Village" category.

The panel of experts, comprising seven members per region, begins to vote this week and the selection process will continue until the 31<sup>st</sup> of March.

Seven of the 332 villages will be selected in each of the seven categories, with a total of 49 villages. Pre-finalists will be announced on April 7<sup>th</sup>.



### **Binter increases number of flights from the Canary Islands**

On the 26<sup>th</sup> of March, the airline Binter increased the number of weekly flights from the Canary Islands.

The company will begin to link the two archipelagos regularly, with two flights a week on Sundays and Thursdays, to be run throughout the year. Furthermore, this summer, the number of flights to Madeira will increase, with the aim of meeting growing demand from passengers.

During July, August and September, Binter will rise the weekly frequency, and will offer daily links between Gran Canaria and Madeira, as well as, flights three times a week from Madeira to Tenerife on Mondays, Fridays and Saturdays (from the 22<sup>nd</sup> of July onwards).