

Third edition of BOV Streets Alive launched – events to kick off on Friday

Bank of Valletta and the Valletta Alive Foundation have launched the 3rd edition of BOV Streets Alive – three consecutive Friday evenings of artistic, cultural and fun events for all the family in the streets of Valletta.

Details were announced during a press conference addressed by Alfred Zahra, Chairman Valletta Alive Foundation, Tonio Depasquale, Chief Executive Officer at Bank of Valletta and Hon. Dr Mario DeMarco, Parliamentary Secretary for Tourism.

"We are delighted to note that what started as an experiment three years ago has evolved into an annual popular programme that draws crowds to Valletta and contributes towards bringing our Capital city alive in the evenings," said Tonio Depasquale. "Bank of Valletta has supported the Valletta Alive Foundation all the way since they came to us with the idea to organise BOV Streets Alive and we are pleased to extend our support once again this year towards the organisation of three Friday evenings packed with cultural and entertainment events in the main streets of Valletta," added Mr. Depasquale.

Valletta Alive Foundation President, Alfred Zahra, said that this year's events will be concentrated in the areas around City Gate, Republic Street and Merchants Street.

"The focus of BOV Streets Alive is to promote Valletta as the ideal location for evening leisure," said Mr. Zahra. "BOV Streets Alive is a perfect example of how the Valletta Alive Foundation lives up to its primary objectives of promoting public awareness on the historical, cultural, social, economic and commercial importance of Valletta," he added.

Parliamentary Secretary DeMarco said that the benefits of BOV Streets Alive go beyond mere entertainment, but also help create more awareness about Malta's artistic wealth and rich heritage, while generating economic activity within the city walls.

The first evening of BOV Streets Alive will be held on 25 July. All events start at 7pm until late. The following are the main highlights of the first night that will be centred on various locations in the City. A full programme of events will be available for download on the BOV website www.bov.com from Monday 21 July.
