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## ***Turisme de Catalunya* presents the enigmas of a *Magical Catalonia* to a group of members from the Russian media**

***Turisme de Catalunya's* Promotion Centre for the Eastern European Countries organises a trip with Russian journalists from today until the 30<sup>th</sup> August, with the aim of making medieval Catalonia and Catalanian popular traditions known**

Tuesday, 23 August 2005.— *Turisme de Catalunya's* Promotion Centre for the Eastern European Countries organises a press trip for a group of members of the Russian media with the aim of promoting Catalanian popular traditions by means of a good number of activities centred, mainly, on the 2005 Cervera *Aquelarre* (a sort of witches' sabbath), which is to take place on 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup> of August.

Under the name of *Magical Catalonia Tour*, *Turisme de Catalunya*, a body attached to the Ministry of Trade, Tourism and Consumer Affairs, prepared a programme starting today, that seeks to promote Catalanian popular traditions and culture as a quality resource, giving priority to all those elements that confer identity and difference with respect to other competing destinations.

The group of Russian journalists is made up of a team from *The Unknown Planet* programme, of the first Russian TV channel, and by a journalist from the *Voyage and Otdykh* magazine. The professionals from these media will have the chance to see, and participate in, this popular celebration, one of the most popular in the Catalanian calendar of festivities, an event that this year reaches its 28th edition. Thus, *Turisme de Catalunya* invites Russian professionals for three days to enjoy the centuries-old streets of Cervera's old quarter, and to be present at fire processions, popular parades, devil's dances, music and spectacles full of magic.

In addition to discovering this traditional festival, these journalists will during this press trip enjoy a wide programme involving other activities related to medieval Catalonia, such as visiting the castles of Florejacs and Montsonís; ambling around the medieval village of Montblanc; visiting Poblet monastery; doing a stretch of the Bons Homes walk; enjoying a Catharian dinner in Berga; or carrying out an astronomical observation from Vallcebre.