**PRESS RELEASE**

**FESTIVAL POSIDONIA MALLORCA comes back**

**Art, Nature and Sustainable Tourism for the future of the Mediterranean**

*Palma, 4rd of May, 2017*

Next May **19th, 20th and 27th**, the Posidonia Festival will be held again in Mallorca.

This International Festival of Art, Environment and Sustainable Tourism, an yearly event that seeks to raise awareness about the importance of ***Posidonia oceanica*** for our beaches and seabed, will have for the first time a double edition with two different locations. First will be held in Palma on May 19th and 20th, and the following weekend, on the 27th, will take place in Deià.

It’s a festival of international reference in the landscape of ecology and sustainable tourism, which after ten years having been celebrated in different Mediterranean localizations, from 2015 it has settled in Majorca island and this year it celebrates its tenth edition that count with the sponsorship, among others, of the *Agència de Turisme de le Illes Balears*.

In the framework of the festival the highlight is on the first **Sustainable Tourism Forum** on the island, which will be held in **Palma** the 19th May and in **Deià** the 27th May, that will focus on sustainable solutions towards a new tourist culture that bets for the future of our tourist destinations.

In addition to the Forum, participants will be able to enjoy the artistic, cultural and scientific activities, exhibitions, music, showcases, artistic recycling, nautical activities and touristic routes and experiences that the festival will offer (the complete program of the festival can be found at [www.posidoniamallorca.org](http://www.posidoniamallorca.org) ). Through the activities, which are free and targeted to different types of public as families, students, professionals, local community and tourists, visitors will discover that you can bet on a new type of tourism.

And to start getting in contact with the event, during the week of the sea, Posidonia Mallorca has organized together with the Asoc. Ondine a beach cleaning in Ciutat Jardí on May the 6th at 11am. Attendees will be able to get in touch with the spirit of the festival helping to clean our beaches.