**According to Legambiente and Touring Club, it is the best body of water in Italy.**

**LAKE MOLVENO CONFIRMS ITS LEADING POSITION**

**Another prestigious acknowledgement for the beautiful lake in Western Trentino, located at the feet of the Brenta Dolomites and the Paganella mountain, obtained thanks to the sustainable management of a wonderful territory, the conservation of the countryside, environmentally-friendly services and high-level food and wine.**

The poet Fogazzaro defined Lake Molveno and the Brenta Dolomites - its natural frame - as a "precious pearl in an even more precious treasure chest". More than a hundred years later, the area has proven that not only has it managed to preserve that charm, but has even increased it to unrivalled levels. Every year, Legambiente and Touring Club Italiano create a guide called "Il mare più bello" [the most beautiful sea] - a useful and authoritative publication that selects the locations that are most aware of environmental sustainability, quality of life and respect for the territory. The guide describes the best locations on offer for tourists in Italy, and the most beautiful high-quality holiday locations. As for lake destinations, for the seventh year in a row, Lake Molveno has obtained the acknowledgement of "5 vele" [5 sails] and, above all, for the third year in a row it has been confirmed the winner of the special ranking of the peninsula’s most beautiful bodies of water.

Another prestigious acknowledgement for the beautiful lake in Western Trentino - located at the feet of the Brenta Dolomites and the Paganella Mountain, at the Eastern end of the Adamello-Brenta Nature Reserve - but also a source of pride for the entire tourism industry of the Paganella Plateau.

The great care of local inhabitants, operators and administrators in looking after the environmental, cultural and historical heritage of the area has recently allowed Molveno to obtain other acknowledgements, like the Orange Flag of Touring Club Italiano for the quality of local hospitality and tourism services. Back in 2014, the edition of the "Il mare più bello" Blue Guide, Legambiente and Touring Club had already praised this corner of Trentino, that offers dream-worthy and high-quality holidays thanks to the excellent sustainable management of the territory, the conservation of the countryside, environmentally-friendly services and high-quality food and wine.

Today, more than ever, in light of these precious acknowledgements, staying in Molveno means living in the exclusive atmosphere of an exceptional environmental heritage where - in addition to the conservation of the territory - a high-quality tourism offer can satisfy the needs of those who wish to spend a holiday - with family or friends – dedicated to sports, nature, good food and tradition.

(m.f.)

Trento, 10 June 2016