

European Geoparks Week 2013

Report

Name of Geopark: **Apuan Alps Geopark**

Dates of EGN week: May 24th - June 9th

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Special motto of geoparks week: Let's try the Geopark...let's get to know our (h)earth(h)

1. Please give the following information:

- number of activities/events during geoparks week	12
- number of press releases announcing geoparks week events	4
- number of printed copies for program flyer/brochure/posters	100
- number of printed articles on EGN week activities	4
- total number of visitors/participants	900

2. Highlight most successful activities of your Geoparks Week 2012:

The most successful activity of the EGN week 2013 is linked with the start up of the Apuan GeoLab.

This is an educational laboratory where understanding concepts in the Earth Sciences through an exhibition hall where mechanical rather than electronic exhibits guide visitors along an ideal journey to discover the continuous transformations of Earth in geologic time. During the opening a large audience was present (people living in the geopark, Park Guides, teachers, students, journalists, local administrators), attending in a very constructive approach.

Not to mention the awarding of prizes of the "Km zero menu" and the contest "The Geopark in the exercise book". The first event was a competition for the promotion of typical products, involving about ten tourist facilities with the participation of a large number of people while the other was a contest for pupils and adults who wrote poems, stories, interviews, recipes and drawings about the Geopark.