



**For Immediate Release**

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**Greater Columbus Sister Cities International Seeking Delegates to Travel to Genoa for International Pesto Competition**

*Become a Columbus Cultural Ambassador and join this once in a lifetime trip*

**Columbus, Ohio** - Greater Columbus Sister Cities International (GCSCI) is leading a trip from March 10-18, 2018, to experience the art and culture of Columbus' first sister city, Genoa, Italy. The trip will focus on exchanging ideas and making connections, as well as representing Columbus at the Genoa World Pesto Championship, where a local Columbus man will be competing against 99 others from throughout the world.

"Columbus is home to people from all over the world and as the region continues to grow, it will be increasingly important for us to have a deeper understanding of other cultures," said Tim Sword, President of GCSCI. "Our organization coordinates exchange opportunities throughout the year that allow for people in Columbus to have firsthand experiences with not only new places, but new people and new ways of understanding the world. The value of these cultural exchanges is priceless."

Led by Professor Kay Bea Jones from the Knowlton School of Architecture at The Ohio State University, participants will visit the must-see Genoese visitor spots as well as explore the hidden gems of this historic city. The group will engage with notable individuals including the Mayor Marco Bucci, Roberto Panizza, the founder of the Genoa World Pesto Championship, and local artists such as Timothy Costa, the creator of *1,000 People of Genoa*.

The trip will culminate with the Genoa World Pesto Championship. Last October, ten local contestants competed at the Columbus Pesto Championship at the Columbus Italian Festival to earn the opportunity to represent Columbus at the World Pesto Championship. Marcello Canova, an Associate Professor of Mechanical and Aerospace Engineering at The Ohio State University, was crowned and will now compete in Genoa against 99 other pesto enthusiasts from around the world on March 17, 2018.

To participate in this program, please visit [www.columbussistercities.com](http://www.columbussistercities.com), or contact Sameen Dadfar, Program Manager of Greater Columbus Sister Cities International at 614-230-8590.

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