CONTINENTE

PROGRAMME NOTE

In the Footsteps of Gil Paes

CONTINENTE STORES OF TORRES NOVAS CELEBRATE

THE TORRES NOVAS MEDIEVAL FAIR

As part of its support for traditions and its involvement in the places where it operates, Continente is going back in time to participate in the festivities of the Torres Novas Medieval Fair, one of the best medieval fairs on the Iberian Peninsula , which is held from the 5 to the 8 of June in Torres Novas.

On the weekend of the 31 May to the 1 June, during the morning and afternoon, Continente stores in Torres Novas will receive visits from various characters from the past who, in a humorous and entertaining way, will interact with the visitors. Some witches will attempt to tell fortunes, making predictions about the future; some jesters will concentrate on making mischief with the younger visitors and traditional female street vendors will appear unexpectedly, and end up causing a fun-filled fracas.

The support of the Continente stores in Torres Novas is part of Continente's efforts to be close to the communities in which they are involved, promoting activities that seek to stimulate the regional economy, the values and the history of its people and local traditions. Continente has always sought to get involved in an active way with the places where they operate, and to develop a series of projects that benefit the regions, and that bring people closer and involve them with their roots.

For more information, please contact:

GCI | Sílvia Marçal

Tel. 21 358 30 20

E-mail: smarcal@gci.pt