



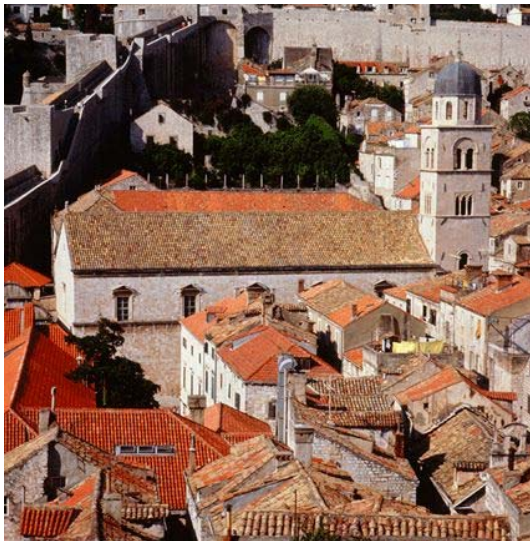
## REBUILD DUBROVNIK FUND

*First Nonprofit to Bring Travel, Preservation Groups Together*

**T**he ancient walled city of Dubrovnik, termed the "jewel of the Adriatic" by England's Lord Byron, suffered extensive damage as a result of artillery shelling by the Yugoslav army and navy starting in December 1991 and continuing into 1992.

Listed as a World Cultural Heritage Site by the UNESCO in 1979, Dubrovnik was a major international tourism destination and revenue producer for Croatia.

The violent attacks inflicted damage in excess of \$10 million on the Old City of Dubrovnik and another \$2 billion on the Dubrovnik region. Tourism came to a standstill. The World Monuments Fund declared it an endangered site.



Through the efforts of ASTA and Atlas Travel of Croatia, the nonprofit Rebuild Dubrovnik Fund raised almost \$500,000 in contributions to rebuild the damaged monuments and historic structures, and replace or repair the famed terra cotta rooftops.



Executives of Global Communicators, in their previous positions, provided *pro bono* public relations advice and counsel to the Fund, beginning in 1992 and continuing through 1998, when the Fund completed its mission.

**W**e planned and conducted six media trips to Dubrovnik by North American print and electronic journalists, which generated media coverage valued at over \$7 million and reached 70 million readers, listeners and viewers in the U.S. and Canada.

The team also provided ongoing media relations counsel at major travel industry events; created fund-raising initiatives such as the "Buy a Tile for Dubrovnik" and "Adopt a Monument" campaigns; wrote, designed and helped place public service print ads in major newspapers and travel magazines; and organized a Congressional Advisory Committee.

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