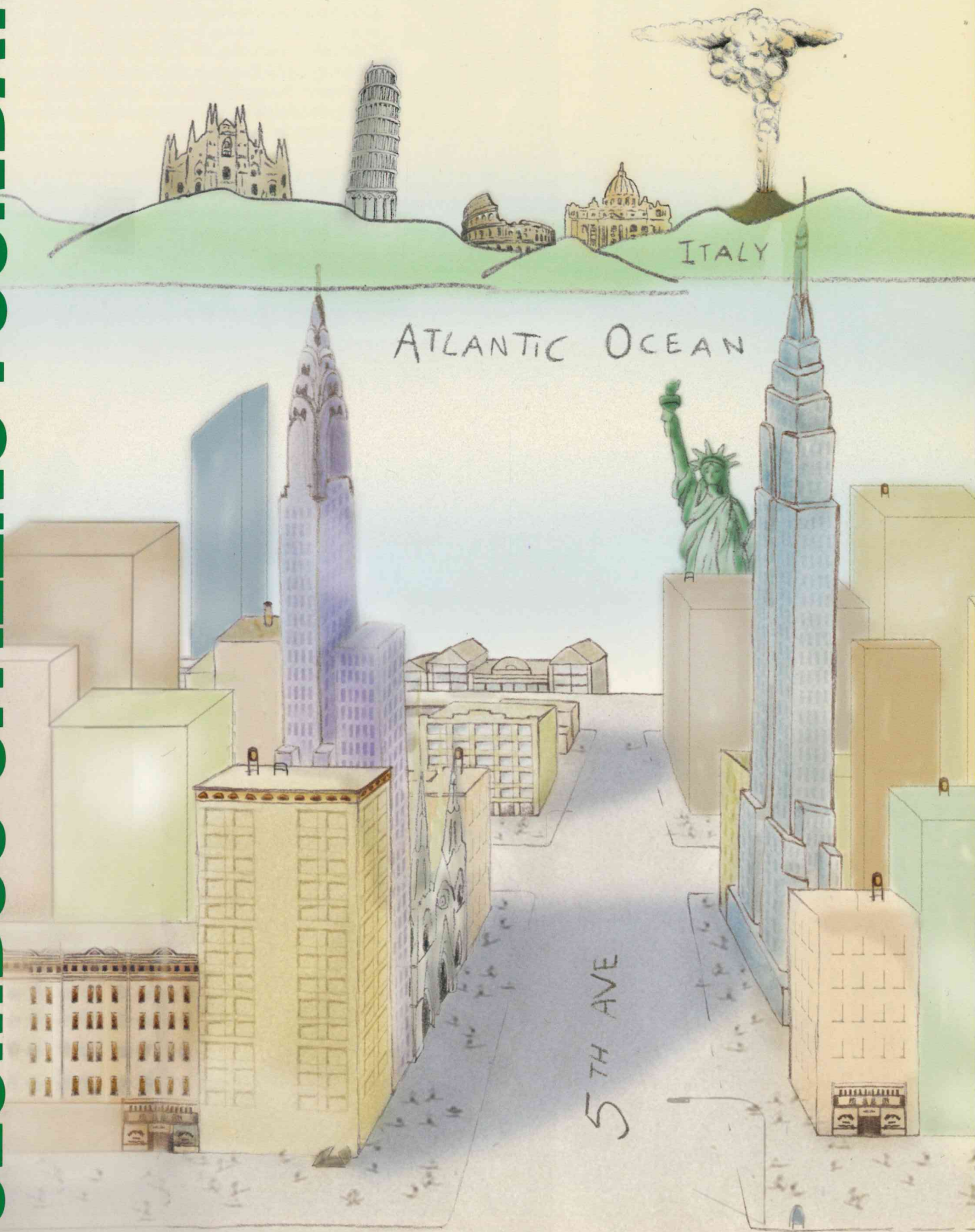


COLUMBUS CITIZENS FOUNDATION

COLUMBUS WEEK ISSUE



COLUMBUS CITIZENS FOUNDATION



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The Columbus Citizens Foundation is a non-profit organization in New York City committed to fostering an appreciation of Italian-American heritage and achievement. The Foundation, through a broad range of philanthropic and cultural activities, provides opportunities for advancement to deserving Italian-American students through various scholarship and grant programs.

Columbus Citizens Foundation

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President's Message



The Columbus Citizens Foundation's 2006 Columbus Week Celebration was an unparalleled success. Our Foundation supports Italian culture by producing the Columbus Week Celebration, including the Columbus Day Parade in New York City. The Parade is the largest celebration of Italian heritage in the world. We also raise scholarship funds for needy and deserving students by holding both public and private fund raising events.

Thanks to the efforts of many volunteers and the generosity of our sponsors, our Celebration presented the best of Italian heritage and culture – both from Italy and in unique forms that have developed here in the United States – in interactive exhibits and events that appealed to a wide, active and surprisingly wealthy demographic.

It is inspiring for us to know that over four million people joined us in celebrating the culture, joys and products of Italy and America, from hand-crafted leather goods and



2006 Grand Marshal, General Peter Pace (center right) with Foundation President Louis Tallarini

exquisite gold jewelry displayed in the heavily trafficked locations of Grand Central Terminal and Times Square to the unique products of financial service companies. And, once again, our Columbus Day Parade, held on New York's Fifth Avenue, was enjoyed by nearly one million spectators as well as viewers who saw the Parade broadcast domestically on NBC affiliates and internationally on RAI and RAI International.

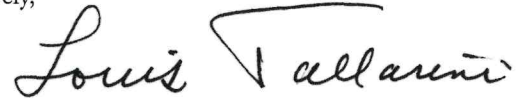
Each year, our Foundation provides scholarships to hundreds of students who have proven their commitment to their education and their communities. During the 2007-2008 academic year, we will be able to provide scholarships to over 750 children. We are able to help so many students for two reasons. Our Foundation members donate their own resources to the scholarship funds, and they donate their time as organizers of the Parade. As a result, 100% of the net proceeds of Parade sponsorships go directly to our scholarship funds.

We strongly believe that the most successful and most enduring route that young men and women can take to success involves education. Having provided scholarships to students for many

years, we today look at those men and women and find that they now have successful careers in the fields of business, science, education, law and the arts. The returns on our investment in them, as well as the investment of our sponsors, is literally priceless.

It is a pleasure to present to you, as a current or prospective sponsor, the Columbus Week Celebration. We ask you to join us in commemorating the achievements of one of the great immigrant populations of our country, and of our country itself, by participating in our family-oriented events. At the same time that you present your company to the world on a national holiday here in the U.S., you will be providing opportunities through education to students hungry for knowledge and eager to achieve the success and security that comes with realizing the American dream.

Sincerely,



Louis A. Tallarini, President



amid the throngs at the start of the 2006 Columbus Day Parade.

Spotlight: Maria Bartiromo

Throughout the 2006 Columbus Week Celebration, it felt as if Maria Bartiromo was everywhere – Gracie Mansion with Mayor Bloomberg; Vanderbilt Hall with the Honorable Alessandrina Lonardo Mastella, President of the Regional Council of *Campania*; the Waldorf-Astoria Hotel with the Honorable Enzo Lucchini, Vice President of the Regional Council of *Lombardia* and Joseph Perella, the legendary Wall Street financier; and on Fifth Avenue in the NBC-TV broadcast booth during the 62nd Annual Columbus Day Parade.

Her great work for the Foundation, which she does out of her love for Italy and her Italian-American heritage, is modest compared to her day jobs. She was the first journalist to report daily from the floor of the New York Stock Exchange, for “Squawk Box,” a show she appeared on from 1994 to 2004, is anchor of CNBC’s “The Closing Bell,” which airs from 3:00 P.M. to 5:00 P.M. weekdays and is the Host and Managing Editor of the nationally syndicated “Wall Street Report with Maria Bartiromo,” which has the highest viewership of any financial and economic news program. She also has regular columns in *Business Week* and *Reader’s Digest* and hosts the daily radio report, “Your Money Matters.” Ms. Bartiromo is the best-known financial reporter on television.



Maria Bartiromo, the best-known financial reporter on television.

what I do, and I have a very, very strong work ethic.” She attributes the trait to her upbringing in an Italian-American home where work was highly valued. “I grew up watching my mother get up every day to go to work and seeing her carry a million bags of groceries down the street in Brooklyn on the way home. I grew up seeing my father in his restaurant, and he wasn’t working the phone in the front or planning parties. He was in the kitchen with a bandana around his head.”

Ms. Bartiromo’s first job in high school was as a coat check girl at her father’s restaurant and catering hall, and she then worked as its bookkeeper. When she attended New York University, she started off as a business major. “I figured I would get a job in investment banking,” she said, until her mother one day innocently asked, “Why don’t you try journalism – you’d probably be good at it.” She was, and she soon switched majors. She graduated in 1989 with a degree in journalism and a minor in business. After a job at a radio station, she wound up at CNN Business News as a writer and producer and in 1993 landed at CNBC.

In fact, just weeks before the Columbus Week Celebration, Ms. Bartiromo interviewed Prime Minister Prodi on CNBC about a

wide range of issues, including the European Union’s monetary policy but lack of an economic policy, corporate policy in Italy and the Prime Minister’s assertion that Italy will not take a nationalist, protectionist stance towards its companies.



Ms. Bartiromo with Honoree Joseph Perella.

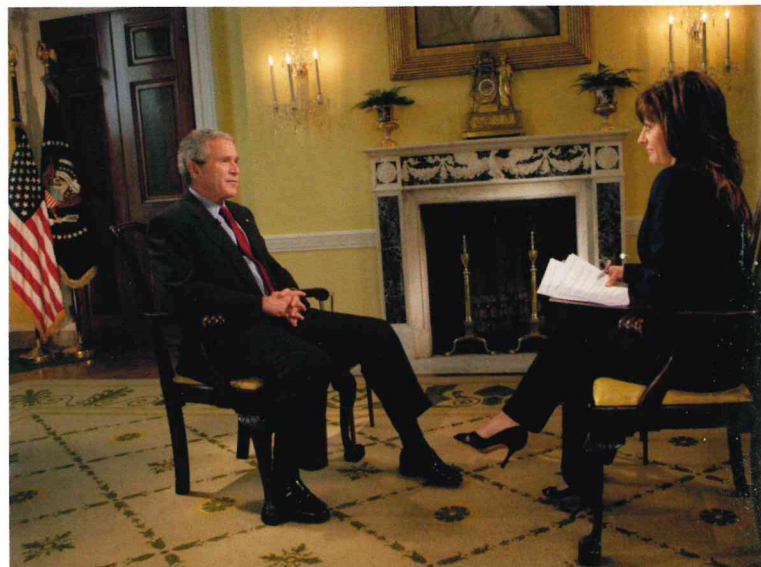
around the world that Italy is being looked at right now as a country where there are great opportunities, both for acquisition and for leadership.”

When the whirl of the Columbus Week Celebration settled down, Ms. Bartiromo interviewed President George W. Bush on “Wall Street Report with Maria Bartiromo.” President Bush’s comments, on everything from the war in Iraq to the state of the Detroit auto industry and his preference in search engines, became the subjects of newspaper articles across the United States.

“I’m lucky,” said Ms. Bartiromo, who has been associated with the Foundation for 10 years and became a Member in 2001. “I love

“I’m not sure that people, both in America and in Italy, realize how rich an environment we have, how much pride there is in the Italian-American community in our heritage,” said Ms. Bartiromo. “We do luxury tours for our Members all the time that help enrich our understanding of how rich Italy is – in its culture, traditions, beauty and opportunities.”

Ms. Bartiromo sees the world as increasingly small and interconnected, but don’t ask her to name her favorite place in Italy. “Oh no – Lake Como? Capri? Rome? Venice? The Amalfi Coast? Milan? Sicily, where my family is from? I love everything about it, and I certainly can’t say which I like best. It would be like saying which family member do you like best!” ❖



Ms. Bartiromo interviewing President George W. Bush.

Campania and Lombardia: Made in Italy, Enchanting New York

Early October 2006 marked the renewal of a love affair between Americans and Italy. Two regions from Italy, Columbus Week Celebration sponsors *Campania* and *Lombardia*, turned Vanderbilt Hall in Grand Central Terminal into a tantalizing showcase of goods, services and the remarkable cultural and natural splendors of the regions.

From the moment the velvet ropes came down on October 3 to open "Made in Italy" until its closing on October 12, the elegantly installed exhibits sparked the imaginations of over 2.5 million visitors. Attendees ranged from New Yorkers to tourists from around the world and to commuters from affluent suburbs such as Greenwich, Connecticut and Chappaqua, New York.

Within the marble walls and beneath Vanderbilt Hall's historic chandeliers, *Campania* presented sumptuously woven men's silk sport coats that adorned spotlighted figures dressed also in shirts made of Egyptian cotton. Women's dresses, in fitted classic black and joyously colored prints, introduced the visitors to a level of fashion design unsurpassed in the houses of New York. A glittering, diamond-encrusted flat-panel television captivated crowds and potters and artisans from the region decorated classically-styled jugs that recalled the amphorae of ancient Rome. Samples of virgin olive oils, from delicate, light pressings to fuller-bodied varieties, were soaked up in artisanal breads.

Italy's northern Region of *Lombardia* turned Grand Central Terminal's Vanderbilt Hall West into an alluring sea of emerald green in a breathtaking exhibit that highlighted the region's great history, art, mountains, industry and, of course, fashion. The curved walls installed for the event in *Lombardia's* exhibit, as with *Campania's*, served as an iMax-style screen. Continuous videos presented images of the region's cultural landmarks (La Scala, Leonardo da Vinci's "The Last Supper") and of the region's less famous but exceptional resorts, spas, valleys and towering mountains as *Lombardia* used its presence in Vanderbilt Hall to highlight its traditional strengths and showcase the underappreciated allure of the region. ♣



Alessandra Lonardo Mastella, President of the Regional Council of *Campania*, was among the distinguished guests at receptions in Vanderbilt Hall.



The *Campania* exhibit (above and bottom) was an oasis of refinement and culture in the bustling heart of New York.



Grand Central Terminal and Vanderbilt Hall

During the past three years, the Foundation has used the unsurpassed facilities of Grand Central Terminal as the platform for a series of events that captivated the hearts and minds of millions of New Yorkers, commuters and tourists during the Columbus Week Celebration.

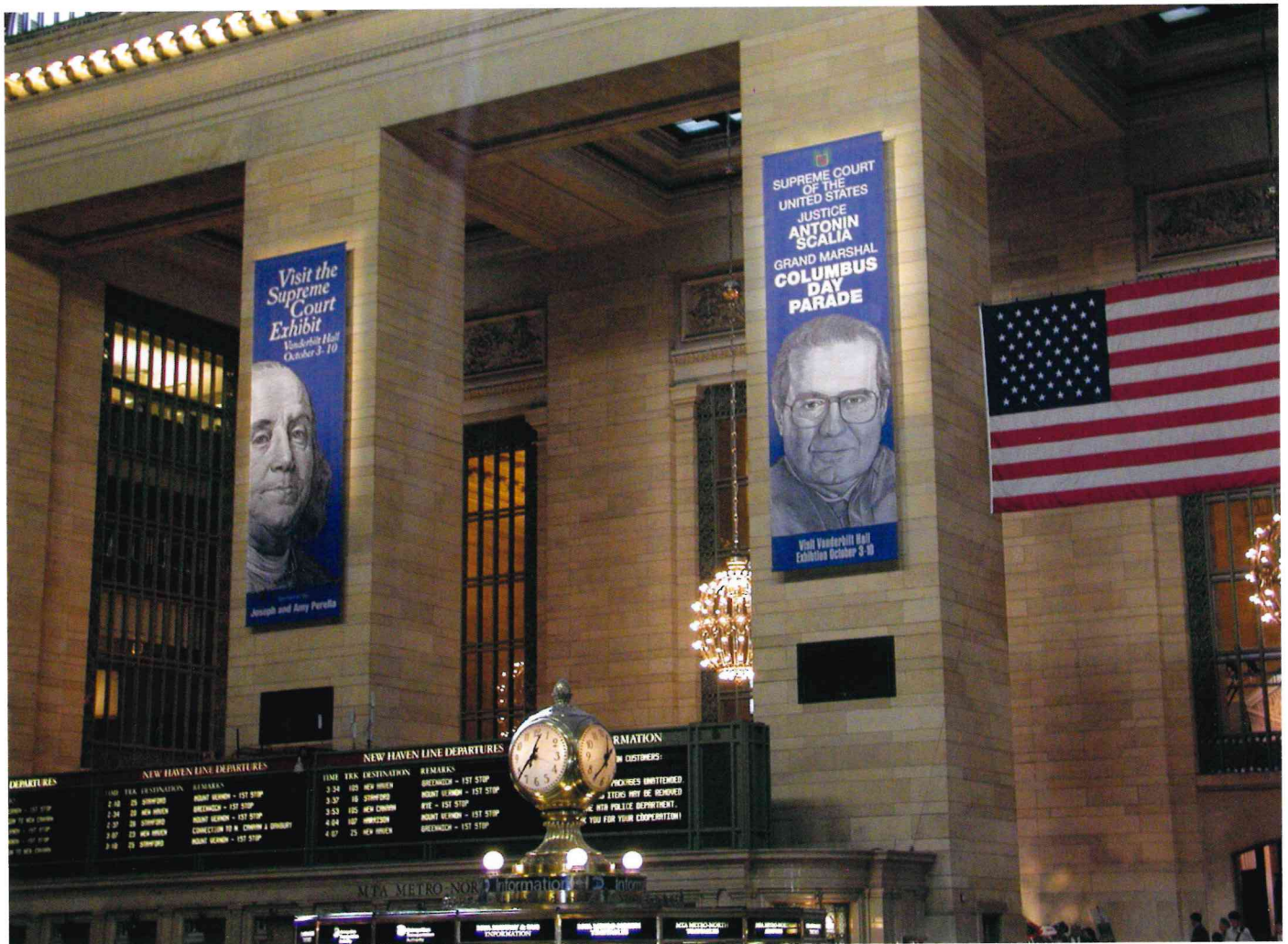
The atmospheric, opulent and beautifully maintained landmark speaks of nearly a century of power and success. Beneath the towering, vaulted ceilings, which show the constellations of the night sky, the Foundation has placed Lamborghini sports cars on the floor of the Grand Concourse, where they have inspired wealthy commuters to realize that luxury and performance are not beyond their means.

Larger exhibits have taken place in Vanderbilt Hall, which is near the entrance to the Terminal from 42nd Street and Park Avenue. In 2004, the Foundation presented an exhibit on the career of legendary race car driver Mario Andretti (the Grand Marshal of that year's Columbus Day Parade), complete with four cars that Mr. Andretti raced. Storyboards and oversized photographs provided the backdrops for the exhibit, which was used as the site of a press conference announcing Mr. Andretti's role as Grand Marshal. The Foundation also constructed a small-scale theater, where a film documenting Mr. Andretti's rise from an immigrant to a world champion sportsman ran continuously.

In 2005, in honor of Parade Grand Marshal Antonin Scalia, Associate Justice of the Supreme Court, the Foundation organized an exhibit documenting the history of the court and containing notable documents, including a rare printing of the U.S. Constitution and the 1790 Naturalization Act, which established law for obtaining citizenship. Also on view was an original 1789 letter from George Washington. The letter accompanied the Act of Congress that established the federal government, including the judiciary, and appropriated the United States's first federal budget - a whopping \$639,000!

The Italian Region of *Lombardia* used Vanderbilt Hall to promote tourism and its lakes and mountains. The focus in 2004 was the upcoming FIS International Ski Championships, which were held around the village of Bormio in the Italian Alps, and the UCI Mountain Bike Championships, held in Livigno. In 2005, the region presented "*Lombardia: The Lake Region*," to highlight the exquisite resorts such as the region's Lake Como, which provided inspiration for Las Vegas's Bellagio, Lake Maggorie and Lake Garda, site of the annual *Centomiglia* regatta, a trial event for the America's Cup.

These exhibits, visually dynamic and informative, drew millions of visitors, who lingered over the striking displays and powerful signage documenting the events' sponsors. ♣



Banners that hang above the Main Concourse, and its daily visitors of over 500,000 people, announce the events and sponsorships of the Columbus Week events.



“Like our bank, the Columbus Day Parade is an international enterprise that reaches millions. Our surveys show that spectators from all over the globe attend the Parade, and others watch it in broadcasts on four continents. For a multinational corporation like HSBC, sponsoring the event is a golden opportunity that comes only once a year.”

- Richard DeZego, Senior Executive Vice President, HSBC



Profile: Grand Central Terminal and Vanderbilt Hall

One of the most elegant railroad stations in the United States and a hub for many of the nation’s most affluent commuters, Grand Central Terminal is a 1913 Beaux Arts masterpiece known as the "gateway to the nation." Grand Central Terminal is a destination for New Yorkers, commuters and tourists from around the world. The landmark Vanderbilt Hall is located between the Terminal’s main entrance on 42nd Street and the central Main Concourse. It is named after Cornelius Vanderbilt, the railroad magnate who commissioned the Terminal’s construction. The Hall was sumptuously renovated in 1998.

Vanderbilt Hall features:

- 12,000 square feet of exhibition space
- 48 foot tall ceilings
- Golden chandeliers that signify romance and elegance
- Warm-toned pink marble floors
- Exhibition hours of 7:00 AM to 10:00 PM to allow maximum exposure to Grand Central’s wealthy visitors

Demographics:

- More than half a million people pass through Grand Central each day.
- Commuters who traverse the station are 55% male and 45% female
- The median age is 41, and 93% of them are college graduates.
- Mean household income for Grand Central Terminal commuters is \$95,800
- 50% of household incomes are over \$100,000
- 20% of household incomes – representing 100,000 people – are over \$200,000

Opportunities:

- Private dinners
- Receptions
- Interactive exhibits
- Press conferences
- Performances by arts groups
- Demonstrations of crafts

Clockwise, from top left: 1: A powerful, sleek Lamborghini commands the attention of commuters. 2: Mario Andretti stands in front of a mural-sized photograph during a press conference announcing his appointment as the 2004 Grand Marshal. 3: The *New York Law Journal* covered the Foundation’s 2005 Supreme Court exhibit, which profiled Grand Marshal Antonin Scalia, Associate Justice of the Supreme Court. 4: A Lamborghini Gallardo Coupe beneath Grand Central’s American flag. 5: One of Mario Andretti’s winning sports cars in the 2004 Andretti exhibit in Vanderbilt Hall. 6: Sponsor San Pellegrino created a small landscape suggesting a spring that is the source of its popular water.

Accomplishment and Shared Passions and Goals are Themes of Annual Gala

Italian-American achievement and the spirit of cooperation between Italy and the United States were motifs that ran through the Gala Dinner on October 7 at the Waldorf-Astoria Grand Ballroom. America's friends from Italy were well represented by the Honorable Alessandra Lonardo Mastella, President of the Regional Council of *Campania*, and the Honorable Enzo Lucchini, Vice President of the Regional Council of *Lombardia*. Among those Americans honored were General Peter Pace, Parade Grand Marshal and Chairman of the Joint Chiefs of Staff, innovative financier Joseph Perella and business leader Joseph Moglia.

Highlights of the evening abounded. Timothy Stephenson was the winner of the 2006 Lamborghini Coupe Raffle; Johnny Maestro and the Brooklyn Bridge took a star turn on the stage and reprised their hits of the '60s and '70s, including *16 Candles*, as dancing returned to this year's event after an absence of several years; Dinner Co-Chairs Maria Bartiromo and Angelo Vivolo put together a flawless evening; and the silent auction raised tens of thousands of dollars for the Foundation's scholarship programs.

The balconies of the famed hotel's Grand Ballroom were decked out in banners from the evening's sponsors and promotional materials from sponsors flashed on oversized Image Capture screens above the stage.

Many of the memorable moments of the evening came in comments from the speakers. The sense of a shared vision – respect for and indebtedness to the past, friendship and cooperation in the future – resounded time and again throughout the evening. General Pace delivered a speech that was filled with passion, pride

and humility, recalling his father's early years in America and his own experiences alongside servicemen from Italy.

President Lonardo spoke of her grandparents coming to this country and of growing up here before returning to Italy. "Now we are here to work so that we can build more ideal bridges between the United States and Italy," President Lonardo said. "I love Italy, but believe me, I love America and God bless them both!"

Vice President Lucchini said, "This year we participate in partnership with the Region of *Campania*. A partnership such as this demonstrates that Italy is one country, and its style and economy will be successful only if all of its kaleidoscopic companies work together as a team." He added, "We are here in the best city of the world, an American city and a cosmopolitan one, the ideal place for a fruitful encounter between different cultures. Thank you, America, for loving Italy and *Lombardia*."

Honoree Joseph Moglia, CEO of TD Ameritrade, recalled that his father arrived in America from *Lombardia* when he was 11 but never received a formal education. "My father never had a chance to go to high school. He worked 75 hours a week in a fruit and vegetable store from the time he was 13 years old until the time he retired at 80. My mom was absolutely my best friend, and I don't remember her without a smile on her face. Any small degree of success I may have been fortunate enough to achieve is directly attributable to my parents. Thank all of you for coming here tonight, but for me, an Italian-Irish American, to be honored by the Columbus Citizens Foundation, here at the Waldorf-Astoria in New York, is truly one of the greatest honors of my life. From the bottom of my heart, I thank you."



The Waldorf-Astoria's Grand Ballroom has hosted important events for decades, including the Foundation's annual Gala Dinner.

Honoree Joseph Perella, founder of Perella Weinberg Partners LP, talked of his grandfather, also named Joseph, who came to America during the Great Depression and found work at a country club “because he figured out that it was one of the few places, in otherwise desperate times, where people were still living it up. He worked and brought his daughter and wife over: women didn’t travel alone, so the two came together. He brought his youngest son over, and all during this time he was paying for my father’s education back in Italy, all the way through to my father receiving his Ph.D. in economics. And only then did my dad come over, in 1938. In my mind, by honoring me, you honor the entire Perella and Russo families and all of those who came before me to show me the way.”

General Pace was clearly moved by the evening. During his speech, he remarked, “There is no other country on the planet where the father can stand on a street corner selling bananas, and the son can one day march past that street corner as Grand Marshal of the Columbus Day Parade.

“This is an incredible country. We have inherited so much. To be part of a legacy that has been handed down and have the opportunity to nurture it and to pass it on to our children and grandchildren is a blessing that I embrace.” ♣



General Peter Pace, Grand Marshal of the 2006 Parade, being interviewed by reporters during a press conference before the Gala.



The eternally youthful Johnny Maestro and members of his group, The Brooklyn Bridge, got the audience on its feet.



Metropolitan Opera House tenor Salvatore Licitra in performance during the 2005 event.

“We sponsor the Columbus Week events for a simple reason: the millions of people who make time to attend the interactive exhibits and the Columbus Day Parade are active, and they make an effort to educate themselves and enjoy their lives and families. They are exactly the kind of people who use and benefit from our products and services, so we participate in the events to make sure they know we’re on the same page as they are.”

- Joe Moglia, CEO,
TD Ameritrade



A guest at the Gala with top model Cindy Crawford, international recording star Lenny Kravitz, and Grand Marshal and fashion designer Roberto Cavalli catch up at the 2003 Gala.

Columbus Week Events Throughout New York

The make-over of Vanderbilt Hall and Grand Central Terminal and the Columbus Day Parade up Fifth Avenue are mainstays of the Columbus Week Celebration. But the platform for the Celebration extends well beyond these remarkable venues.

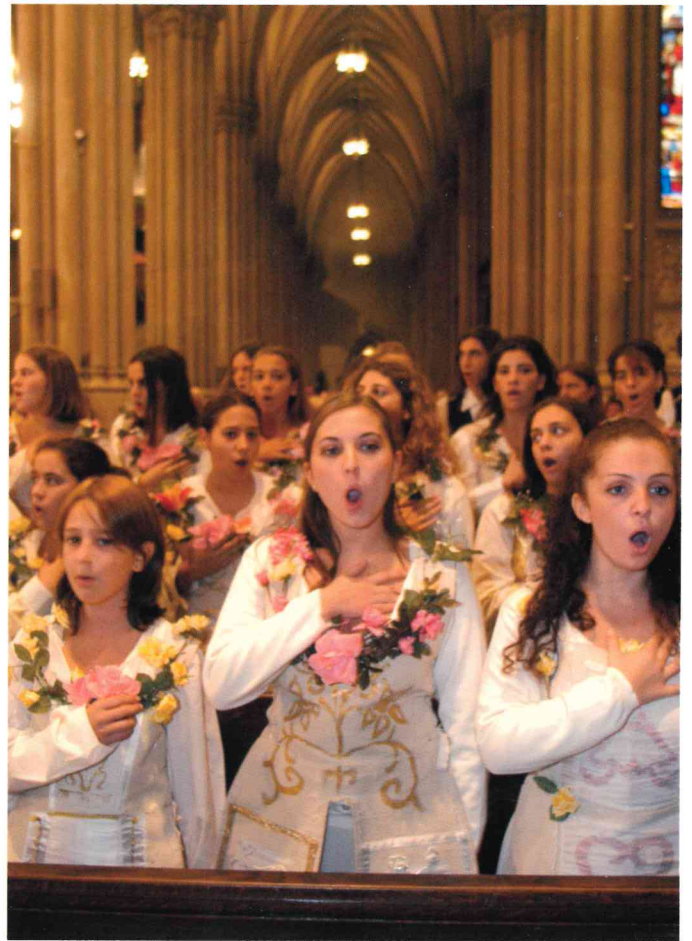
The flight deck of the Intrepid Sea-Air-Space Museum hosted a sponsor reception in 2003 beneath a cavernous white tent in an evening of friendship and culture. The evening also marked the opening of two exhibits within the museum, "Futurist Aerial Painting" and "Wings of Italy," landmark presentations of Italian avant-garde art and of posters celebrating Italy's fledgling aviation industry at the turn of the 20th century.

In 2004, the Foundation partnered with the Region of Sicily to transform Rockefeller Center's Channel Garden into a festival of Italian lights. In addition to the brilliant, colorful arches, Rockefeller Center was the site of performances by music and dance groups from Italy.

Two years later, in collaboration with the Region of *Lazio*, Times Square became the site of an Italian *piazza*. Thousands of passersby learned about the region from dynamic videos on flat screen TVs and obliging staff and sampled complementary espresso from Medaglia D'Oro. A Roman goldsmith displayed his art, while, nearby, gold jewelry was on offer for sale. No one left the event empty-handed. ♣

"During the course of over three decades, Countrywide has become America's leading home loan lender by helping millions of people achieve a crucial part of the American dream - home ownership. The Columbus Week events target the audience of motivated, sophisticated New York residents and tourists, and their children, who come to celebrate achievement and the realization of dreams in positive, interactive events that create a lasting impression."

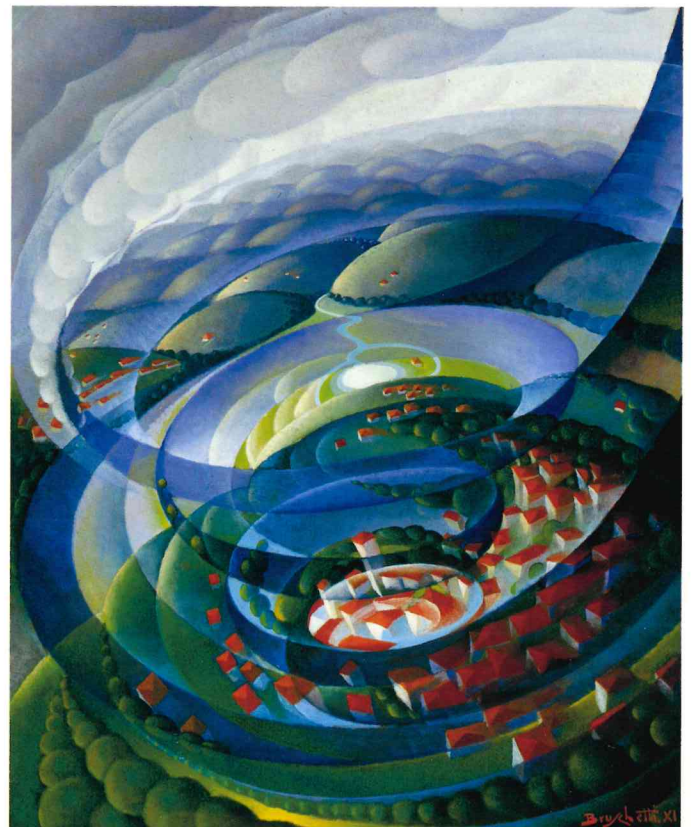
- Angelo Mozilo, Chairman, Countrywide Financial



The Children's Choir of Palermo in St. Patrick's Cathedral for the annual Columbus Day Mass in 2003.



Times Square became an Italian piazza featuring Medaglia D'Oro during the 2006 events.



Alessandro Bruschetti's *Turbine* was among the Italian Futurist paintings exhibited aboard the U.S.S. Intrepid during the 2003 Columbus Week Celebration events.

Columbus and Sacrifices of Ancestors and Civil Servants Commemorated at Annual Wreath Laying

The Annual Wreath Laying, held at Columbus Circle on the morning of October 8, 2006, commemorated Columbus's courageous explorations, the men and women who followed him, and those in the civil service who protect and preserve America. Numerous members of the Foundation, including President Louis Tallarini, attended, as did Joseph Guagliardo, President of the National Council of Columbian Associations in Civil Service, which represents the Italian-American members of New York City's Departments of Police, Fire, Sanitation, Correction Officers, Transit and Court Officers.

Among those who spoke was the Hon. Richard Greco, Jr., Foundation Member and Assistant Secretary of the Navy. Secretary Greco is also founder of The Montfort Academy, a classical high school for boys dedicated to character formation and academic excellence; Italian is one of the languages offered. Secretary Greco's remarks follow:

America is the land of good, truth and beauty. The good, truth and beauty that lay before Christopher Columbus 514 years ago is the same that lay before our parents and grandparents as they sailed from Italy. They came to a land of promise where the realization of dreams depends not on one's last name nor on how much money one has, but rather what one does with the talents God has given him. They came to a land where sacrifice and hard work ensured that their children would be better off than they.

G.K. Chesterton, a literary giant of the early 1900s, once commented, "The true soldier fights not because he hates what is in front of him, but because he loves what is behind him." The same can be said of anyone who serves in uniform – whether sailor, marine, police officer or firefighter. The good, truth and beauty of America that lay before Christopher Columbus and our parents and grandparents is the same that lay behind our soldiers, sailors, airmen and marines as they serve in far off lands to protect our liberty and freedom. And it is the same that lay behind our police officers and firefighters as they protect us from crime and disasters.

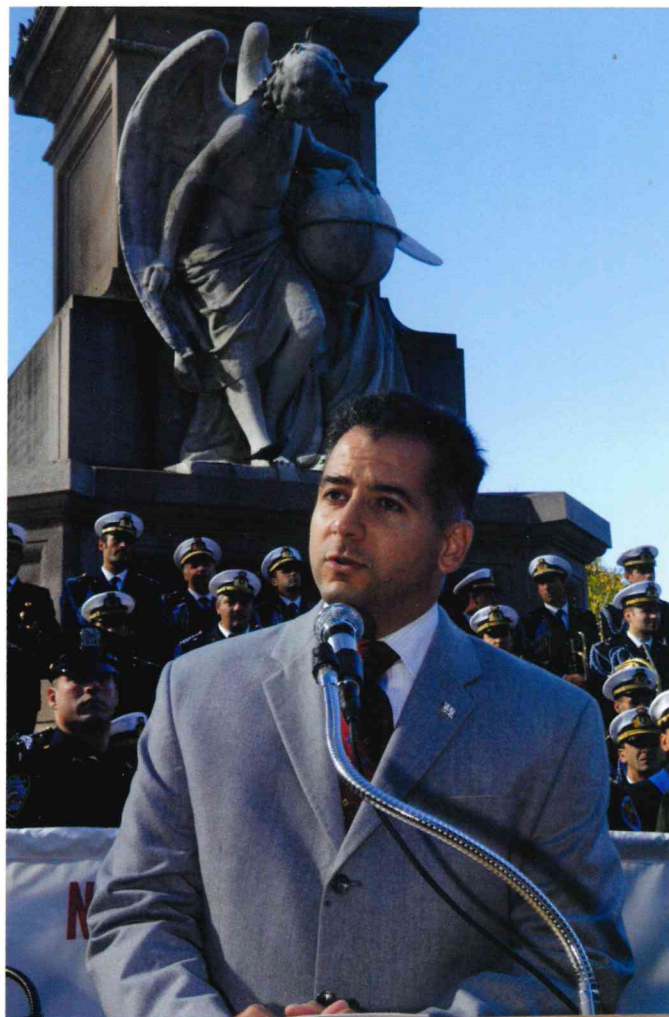
We are taught that the three highest virtues are faith, hope and love, and the greatest of these is love. The virtues of faith, hope and love are also known as the virtues of faith, hope and charity. There really is no difference because true charity is true love. And within the word charity is the true meaning of love.

Charity comes from the Latin word caritas, whose root is the word caro. Caro means flesh, and true charity is the sacrifice of flesh – the giving of one's own body out of love. Love for whom? Love for God and love for neighbor.

Indeed, we are also taught, "No greater love bath man than this, than to lay down his life for his friends."

On this Columbus Day, let us remember the good, truth and beauty of America, and let us remember those who love and defend and protect their country and neighbor. And let us remember by this wreath those who have given their flesh in the greatest act of charity a human being can make: to lay down his life for his friends.

Happy Columbus Day.



Honorable Richard Greco, Jr., Assistant Secretary of the Navy.



Members of Italy and America's civil service attended the wreath laying.

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WWD TUESDAY

Ready-to-Wear/Textiles

Ciao, Roberto!

NEW YORK — Christopher Columbus may have discovered America, but Roberto Cavalli conquered Fifth Avenue on Monday as Grand Marshal of the Columbus Day parade, offering some comic relief at the end of a light-hearted fashion season. The Italian designer rode in a classic Alfa Romeo Spider with his son, Robin, followed by 20 models wearing his fall collection on Ducati motorcycles and with customized Cavalli helmets. The only things missing were the Nina, Pinta and Santa Maria. For more on the parade, see page 10.

Roberto Cavalli was featured on the cover of *Women's Wear Daily* as Grand Marshal in 2003.

Culture, History and Traditions of Italy are Brought to Life In 62nd Annual Columbus Day Parade

Nearly one million New Yorkers and tourists witnessed a dazzling pageant of heritage and culture from America and Italy in the 62nd annual Columbus Day Parade, which was held on October 9. That day, spectacular floats celebrating the great cultural landmarks of *Campania* and *Lombardia* rolled up Fifth Avenue under vivid blue skies.

Over 35,000 marchers spanned the three-mile Parade route. Traditional folk singers, dancers and performers dressed in colorful costumes and masks brought rousing applause from the thrilled spectators of all nationalities. The Parade was broadcast by NBC affiliates and by RAI International, reaching television audiences on four continents.

The Parade capped the two-week long Columbus Week Celebration that featured revealing exhibits in Grand Central Terminal, Vanderbilt Hall and Times Square. Throughout the Celebration, millions of New Yorkers and visitors to the city were treated to interactive exhibitions about the vibrant arts, crafts, cuisine, design and landscapes of Italy, whose immigrant sons and daughters helped build America, and learned about the contributions of Italian Americans to the history and culture of the United States.

People lined Fifth Avenue shouting “*Italia!*” Many saluted Grand Marshal General Peter Pace, Chairman of the Joint Chiefs of Staff, with cheers and the word “*Grazie!*” “By order of the mayor, everybody in New York is a little bit Italian today,” said New York Mayor Michael Bloomberg, who marched up the avenue with a spring in his step. “One of the great strengths that we have is the diversity of our population.”

“Just look at this,” said Columbus Citizens Foundation President Louis Tallarini, waving to the throngs of people. “This is the busiest and most famous shopping venue in America, Fifth Avenue, and it’s normally jammed with cars and impatient people getting to their next appointment. Today, you see nothing but radiant, smiling faces. Only the sights, sounds and vital living culture of Italy could bring New Yorkers together like this.”

Prominent among the exhibits were displays that focused on several regions of *Campania* and *Lombardia* and which highlighted the performing arts and the remarkable geographic beauty and diversity of the regions.

Mark Luongo marched with the Garibaldi Guard, which today, nearly 150 years later, continues to commemorate the participation of Italian Americans in the war between the states. “It’s part of my heritage as an Italian, because a lot of the Italians did enlist in the Civil War,” Mr. Luongo, a teacher of American history, told the *Staten Island Advance*. “They felt [strongly] enough about the country to do so.”

Tina Vaccaro, of Deer Park, Long Island, told the Associated Press, “We’re proud to be Italian, especially this year: Italy won the World Cup,” referring to the country’s masterful victory. (In the one game they played against each other, Italy and America tied.)

Notable contingents from Italy included Roman gladiators in chariots and a woman on a clamshell, recalling the goddess Venus,

Continued on page 14



Columbus Day floats reflect the diversity of the sponsors. The province of *Lombardia* celebrated the region’s rich, historical cultural offerings in high concept floats designed by Studio Festi in an homage to Milan’s Teatro alla Scala. Lamborghini showed off its dazzling sports cars. The floats of sponsors TD Ameritrade and Commerce Bank proudly honored the visionary explorer Christopher Columbus and the contributions of immigrants to the United States.

Photo credit: James Estrin/The New York Times/Redux



summoned thoughts of Italy's central place in the ancient world. Papal infantry wearing chain mail and tunics emblazoned with red crosses recalled the valor of soldiers of another era. Designs for flying machines by da Vinci and Bernini attested to the achievements of Italian artists and scientists during the Renaissance. Jumping to the 21st century, the Parade presented a series of five decades of breathtaking Lamborghini sports cars capped by a 2006 Gallardo Spyder.

The most frequently photographed float featured performer Irina Losnjykouas, who swam in a giant bowl filled with water representing the ancient resorts of the Lombard lakes. Submerged within the mini-lake, Ms. Losnjykouas executed graceful, acrobatic turns and then, on breaking through the water's surface, sent arcing sprays of water into the air, eliciting gasps of appreciation from the onlookers.

The timeless beauty and power of Vesuvius, representing sponsor *Campania*, were suggested in a float that served as a stage for lissome young women who performed fire dances in an homage to the eternal glory of nature.

Artistic flourishes associated with great Italian operas were highlighted on a number of floats from provinces throughout the Region of *Lombardia*. The Teatro alla Scala, in Milan, was suggested by eight ballerinas standing atop structures three meters tall.

"It's a tremendous pleasure to share with New York, with the United States and with the world the beauty and passion of Italy and the shape that has taken over the centuries in America," said Mr. Tallarini. "*Viva Italia! Viva America!*" ♣

"Commerce Bank is about growth and service, so it's only natural for us to reach out to the audiences that come to the Columbus Day Parade. They are hard working, driven and committed to excellence and, along with the Parade and Commerce, continually expanding. We feel it's important that the Parade's demographic sees us there and keeps us in mind as they make decisions that will help create a better future for them."

- David S. Slackman, Founding President, Commerce Bank



Clockwise, from top left: 1: Sweet 'n Low brought in icon the Pink Panther to reinforce its dominant position in the zero calorie sweetener market. 2: The Federated Kaufmann Fund, ranked #1 by Lipper over 15 years, celebrated the spirit of discovery and growth. 3: The Province of Salerno brought whimsy and art in a "Sea of Mermaids" float that recalled Sandro Botticelli's *Birth of Venus* and the great museums of Italy. 4: The Greater Metropolitan Area's fastest growing major newspaper, the *New York Post*, paid tribute to the spirit of progress symbolized by Columbus's explorations. 5: The world's classic rum, Bacardi, reinforced its brand with its internationally known bat and reminded Parade spectators to drink responsibly. 6: America's premiere one-ring circus – the Big Apple Circus – presented performers who dazzled crowds with the joy and wonder of classical circus. 7: Italy's number one lager beer, Peroni, announced its American presence in the 2006 Parade. 8: Province of Naples celebrated Italy's historic place in the world of gastronomy with "The Baroque Triumph of Food," a float conceived and designed by Studio Festi.

The Columbus Day Parade: A Tradition in Progress

The Columbus Day Parade celebrates the beauty, traditions and innovations of Italian culture found in Italy and in the lives, achievements and heritage of Italian Americans. Held the second Monday of October, on the national holiday of Columbus Day, the Parade pays homage to one of America's great immigrant groups, its traditions, and the contributions its members have made in building the United States into a great country.

The Parade is not only about history. It is about progress, from Leonardo da Vinci's flying machines to a 1929 Savoia-Marchetti Italian-designed, American-made airplane and Agusta state-of-the-art helicopters. The tradition of banking as embodied by Amadeo Giannini, the founder in 1904 of the Bank of Italy, the predecessor to Bank of America, and leading international banks and brokerage houses of today, HSBC, Commerce Bank and TD Ameritrade, each of which has been a sponsor in recent Parades. The Parade celebrates historic accomplishments and highlights the achievements of the men and women and businesses of today.

Founded in 1929, the Columbus Citizens Foundation's Parade has put on view and brought to life the explorations of Christopher Columbus, the genius of Leonardo da Vinci, the beauty of Botticelli, the New York City Police Department's first plane, the traditions of the Gigli and Santa Rosalia, the films of Franco Zeffirelli, the breathtaking, sensual designs of Roberto Cavalli and unsurpassed accomplishments of Mario Andretti and the committed service to their country of Supreme Court Justice Antonin Scalia and General Peter Pace.

It is celebrated both by the 20 million people of Italian descent in the United States and the rest of America's great, diverse population who see, in the achievements of Italian immigrants, the contributions to the United States of their own ancestors.

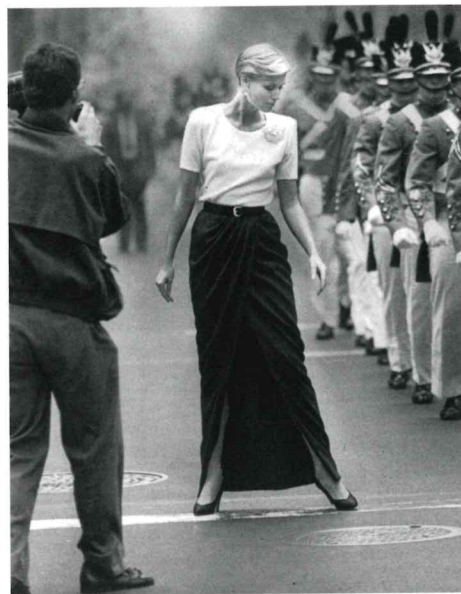
Here, we look back at a few of the images from the Parade's long history and the people and companies that have made it one of the most exciting cultural events in New York. ♣

Frank Sinatra at the 1979 Columbus Day Parade.



Photo credit: Arty Pomerantz/New York Post

A Tradition in Progress



Clockwise, from top left: The Equitable Life Insurance Society's Nina float in the 1977 Parade (credit: Martha Cooper / New York Post). An Italian model poses for an advertising shot with Parade marchers in the background, 1985 (Credit: Michael Norcia / New York Post). A foot-powered Santa Maria float, 1988 (Credit: Michael Schwartz / New York Post). Grand Marshal Roberto Cavalli's designs, and sponsor Ducati Motorcycles were teamed in the 2003 Parade. Sponsor Madison Square Garden reached out to spectators in the 1999 Parade.



Honoring the Past, Building the Future



The Italian company, Savoia-Marchetti, licensed its airplane design to an American manufacturer, resulting in the first plane used by the New York Police Department. One of its aircraft (above left) flies over the Statue of Liberty in a photograph from the 1930s, while another is on view during the 2003 Parade. The America-Italy partnership in aviation was celebrated with the presentation of an AgustaWestland's Koala helicopter. The company provides the New York Police Department with its state-of-the-art helicopters.



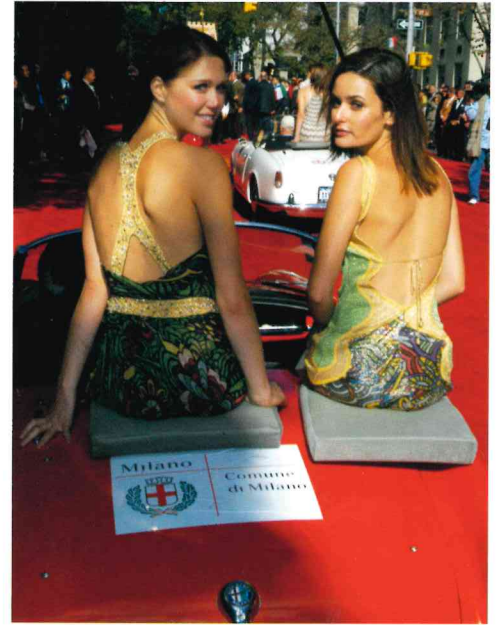
Front and Center: The Grand Marshals

Since the Columbus Citizens Committee held the first annual Columbus Day Parade in 1929, the event has been led by a Grand Marshal – a leading figure in one of the many areas where Italian-American immigrants have achieved great success. These men and women lead the Parade in celebration of the opportunities that the United States has provided to people from all walks of life who, through dedication to their careers, often in public service, have made contributions to the building of America and, more recently, increasing the wealth of ideas and creativity worldwide. ♣

Photo Credit: David Rentas, New York Post



Clockwise from top left: Gina Lollobrigida and 1991 Grand Marshal Joe DiMaggio. 2004 Grand Marshal Mario Andretti with former Foundation President, and current Chairman, Lawrence Auriana. Director, stage and opera designer and producer Franco Zeffirelli, 2002. Associate Justice Antonin Scalia, 2005. Italian fashion designer and icon Roberto Cavalli, 2003.



From top: Concorso Italiano is celebrated in the 2004 Parade. Models wearing Missoni designs ride in an Alfa Romeo sports car in 2005. Agusta motorcycles kick off the 2005 Parade. CBS weatherman Dave Price with members of the Italian Navy Band, 2004.

The Columbus Citizens Foundation

The Columbus Citizens Foundation is a non-profit organization in New York City committed to fostering an appreciation of Italian-American heritage and achievement. The Foundation, through a broad range of philanthropic and cultural activities, provides opportunities for advancement to deserving Italian-American students through various scholarship and grant programs.

The Foundation's origins date to 1929, when the Columbus Citizens Committee organized New York City's first regularly held Columbus Day Parade. Initially made up of approximately a dozen men of Italian descent, the Committee in 1944 became the Columbus Citizens Foundation. Since then, the Parade has evolved into the culmination of a series of events that celebrate Italian and Italian-American culture, friendship and cooperation, and the Foundation has grown to include over 500 men and women.

The Foundation's primary philanthropic mission is to provide scholarships for students of Italian-American descent whose families are committed to education and have demonstrated financial need [see page 19]. Funds for the scholarship programs are raised through internal activities, such as the Foundation's Adopt-A-Scholar Program, which has received over 100 donations totaling over \$6 million since its inception in 2001.

The Foundation has an active program of philanthropy in addition to its scholarship programs. The Foundation has contributed to humanitarian efforts that benefited earthquake victims in Italy and Turkey, to families of soldiers lost in the Persian Gulf Wars, and to numerous medical and social programs in New York and elsewhere in the United States. ♣



The Empire State Building awash in the colors of the Italian flag during Columbus Week.



The Columbus Citizens Foundation's townhouse, which it acquired in 1967.



The curving staircase descending to the first floor of the townhouse.

Scholarships: Creating Opportunities for the Future

The greatest need in the Italian-American community, and the greatest hope for the segment of its population that has not realized the American dream of success, lies in education.

For decades, the Columbus Citizens Foundation has been awarding scholarships to students who have demonstrated drive and determination to achieve academically and whose families can document financial need. Initially, the Foundation awarded one or two scholarships a year. Its programs began to grow significantly beginning in the 1980s as its members started to achieve the success their parents and grandparents envisioned as immigrants to America.

A program that supported a dozen students 25 years ago has grown into three programs – elementary school, high school and college – that today provide the resources that allow nearly 750 boys and girls, and young men and women, to receive solid academic training that holds the promise of future success.

These students were selected from among thousands of applicants. Each student considered for a scholarship meets with Foundation members, who learn a great deal about the needs and lives of the students applying for aid. Many are from single-parent homes.

Some live with grandparents or other relatives. Approximately 75 percent of those applying to college are the first members of their families to pursue higher education.

The alternative to private schooling for most of the elementary, middle and high school applicants is to attend failing inner city schools where students must pass through metal detectors to enter the schools. For those applying to college, a scholarship can help them attend institutions with diverse student bodies and gain a broad world view.

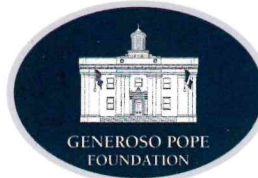
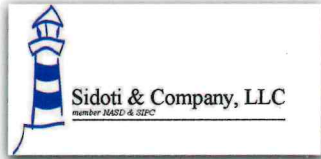
“The enrichment that these dedicated students receive by attending schools that have adequate facilities and resources cannot be quantified,” said Louis Tallarini, President of the Columbus Citizens Foundation. “They are young and idealistic, despite coming from financially difficult circumstances, and when they enroll in schools where their peers are committed to learning, they develop and mature in remarkable ways. We consider it a privilege to be able to assist these students and to help strengthen our overall society in hundreds of small ways, year after year, and we are grateful to our sponsors for joining us in the deeply rewarding goal of creating opportunities for the future.” ♣



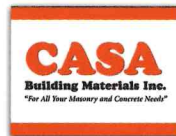
Foundation scholarship students in the 2006 Parade.

All net proceeds of the Columbus Week events go to the Foundation's scholarship funds.

Columbus Week Sponsors



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