



TRADITION

## The capital allocates 63,000 euros to promote the Christmas village

The advertising campaign will be carried out in different foreign media and also in physical supports of the Principality

EL PERIÒDIC  
ESCALDES-ENGORDANY  
@PeriodicAND

The Municipality of Andorra la Vella will allocate a little more than 63,000 euros to the Christmas Village promotion campaign in the foreign media and also in physical supports in the country. This is an amount in line with what has been allocated to advertising in previous years, according to reports from the municipal corporation. In this way, as published this Wednesday in the Official Gazette of the Principality of Andorra (BOPA), the most important amount, 29,962 euros, is the one destined for the promotion on TV3.

15,025 euros are also earmarked to promote the Christmas Village on TeleMadrid, À punt and Aragón TV, with the intention of presenting this proposal in destinations such as Madrid, the Valencian Community and Aragón. Another 7,723 euros are for Sortida magazine, RAC1, Europa FM, Pròxima FM and Ràdio Valira. The event will also be promoted on the giant LED screen in the Casa Bergé building, on Carlemany avenue, which will cost 2,090 euros. Directbus buses will also be advertised, and 2,764 euros will be allocated to them. The promotion in Cap Catalogne magazine will cost 1,400 euros; 2,000 euros for advertising in the magazine Què fem?; 1,933 euros in the digital newspaper La Ciutat and 328 euros in the promotion in Reclam Magazine.

The Christmas village will be inaugurated on November 24th and, in addition to the traditional stalls in Plaça del Poble, there will again be proposals such as the carousel. Precisely, this Wednesday BOPA also published the award for the installation of this attraction, for an amount of 30,600 euros, to Gatzara Espectacles. The carousel itself will cost 23,500 euros and the sup-



► An image of last year's Christmas Village.

**The Christmas village market** will be open between November 24th and December 31st

ply and management of the staff add up to 7,100 euros. In the same edict it is stated that the tickets for this attraction will be two euros per trip and that its installation will last until January 7th.

**CHRISTMAS VILLAGE MARKET**//The Christmas village market will be open between November 24th and December 31st. There will be traders, artisans and agri-food producers of

fering products or services typical of the Christmas season.

The Christmas Market, one of the great attractions of the village, will once again be located in Plaça del Poble. The operating hours will be on Thursdays and Fridays from 5:00 p.m. to 9:00 p.m. and on Saturdays and Sundays from 12:00 p.m. to 9:00 p.m., with the exception of public holidays, which will have special hours. ≡

### the figures

**29,962** euros intended for promotion on TV3.

**15,025** euros for promotion on TeleMadrid, À punt and Aragón TV.

**7,723** euros for Sortida magazine, RAC1, Europa FM, Pròxima FM and Ràdio Valira.

**2,764** euros earmarked for Directbus bus advertising.

**2,090** euros to promote the appointment on the giant LED screen in the Casa Bergé building.

**1,400** euros for promotion in Cap Catalogne magazine.

**2,000** euros for advertising in the magazine Què fem?.

**1,933** euros for advertising in the digital newspaper La Ciutat.

**328** euros for promotion in Reclam Magazine.

**23,500** euros for the carousel.

**7,100** euros for the supply and management of personnel.

## The Cavalcade of the three kings 2024 opens its registrations

Children over the age of six can sign up until November 19th

EL PERIÒDIC  
ESCALDES-ENGORDANY

Registrations are open to participate in the Cavalcade of the three kings 2024, as reported by the Cultural Area of the Municipality of Andorra la Vella and the Pro-Tourism

Union of Escaldes-Engordany, joint organizers of the event. Children over the age of six and residents of both parishes who wish to participate can do so by formalizing their registration, until next November 19th, in the Culture Area of the Cultural Center la Llacuna (730 037), in the Unió Pro-Tourism (828 721) or at the Tourist Office in Santa Anna square of Escaldes-Engordany (890 881).

The selected children will be notified by telephone and must collect the corresponding clothing at the head office of the Pro-Tourism Union, located at Avinguda de les Escoles, 26, 1r 3a, in Escaldes-Engordany. A deposit of 30 euros must be left, which will be returned when the costume is returned. For the selection process, priority will be given to those children who have not participated on other occasions,



► Melchior greeting the little ones.

who are residents of the capital or Escaldes-Engordany and who fit the available clothing in terms of weight and size.

Likewise, the registration form is also open to those boys and girls

over age, of an approximate height of 1.70 meters, who wish to participate in the Cavalcade with tasks of animation characters, volunteers of security or accompanying the floats, among other tasks. ≡

OBITUARY

# Escaldes-Engordany and the Andorran people say goodbye to Toni Martí

The episcopal co-prince officiated the burial ceremony in the church of Sant Pere Màrtir

The family received the support of the entire Executive and many citizens who attended the event

JOAN JIMÉNEZ  
ESCALDES-ENGORDANY  
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The former head of government, Antoni Martí i Petit, was buried last Wednesday, who died unexpectedly last Monday due to cardiorespiratory arrest. The ceremony took place in the church of Sant Pere Màrtir of Escaldes-Engordany, Martí's native parish, of which he was also Consul Major. The event was officiated by the episcopal co-prince, Joan-Enric Vives, and was attended by the entire current Executive, headed by Xavier Espot; the trustee general, Carles Ensenyat; the president of the Superior Council of Justice, Enric Casadevall; the president of the Constitutional Court, Jean-Yves Cautlet; the consul of Canillo, Francesc Camp; the current consul of Escaldes-Engordany, Rosa Gili; and former members of the governments of the Martí administrations; friends; former colleagues, and more citizens from all over the country and from the Escaldes parish who wanted to say a final goodbye to Toni Martí and show their support to his family.

During the ceremony, co-prince Vives thanked the presence of the various authorities present during the funeral. The bishop pronounced, in the burial homily, a few words dedicated to «the former head of government whom we are burying today, with tears and pain, he has been a great servant of the Principality of Andorra since the various services he has performed from a young age in the Municipality of Escaldes-Engordany, in the General Council, as general counsel and president of the Parliamentary Group, and for eight years as head of the Government of Andorra, always with the desire to be a public servant».

Vives mentioned that the Principality owes him the culmination of the process of transformation, homologation and international transparency of Andorra. He signed the Monetary Agreement, completed the fiscal framework, reformed the public administrati-



Funeral ceremony for Toni Martí, at the church of Sant Pere Màrtir in Escaldes-Engordany.



**Joan-Enric Vives**

BISHOP OF URGELL AND EPISCOPAL PRINCE



«The former head of government that we are burying today, with tears and pain, has been a great servant of Andorra since his various services»

«As co-prince, I have very good memories of dealing with him, and our conversations went beyond institutional dealings»

on and implemented the process of rapprochement with the European Union, among other political actions that Toni Martí embodied. With these initiatives, Vives declared that the former head of the Executive made Andorra «a cooperative, advanced and modern State».

The co-prince thanked Martí's family for the personal sacrifices he made during his mandate in favor of the common good in his own and made special reference to Toni Martí's wife, to whom he pointed out that he always commented on the lucky to have her.

Likewise, the co-prince also thanked the fact that the two co-princes were present, in one form or another, with the presence of the representative of the head of state of Andorra on the French side, Emmanuel Macron. In this scenario, Vives added in his homily that «our authorities present here, and many politicians have wanted to express these days their experiences with him,

the friendship and admiration they have professed for his intelligence and the good conduct of public affairs and, above all, for his unconditional dedication to our Principality of Andorra, his beloved homeland. He was humble, he knew how to recognize his limits, he applied a certain good humor to everything, and he knew how to listen to the voice of the people. He wanted the progress of his country; may this one always wins. As co-prince I have very good memories of dealing with him, and our conversations went beyond the exquisite institutional treatment with which he always presented me.»

This is how the ceremony ended for the former head of government, Toni Martí, who was buried in his parish, Escaldes-Engordany, after having received all the honors in a State funeral, in which he received the affection of the public in a final farewell after his passing last Monday, at the age of 60. ≡

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