

# Marbella Marbella

## Dario Poli makes a stand for Marbella



We would like to introduce you to an amazing character who is living here on the coast, if you have not already been reading or hearing about BRITISH Composer, artist and author Dario Poli, then you should certainly be enlightened. Our story begins exactly a year ago now when, as many of you may remember, many T.V. programs had been aired in the U.K and all over the Europe making ridiculing entertainment for viewers at the cost of ex/pats living on the costa del sol. In April 2007, CNN broadcast a documentary which put the beautiful coast of Marbella in a very negative light, making entertainment out of ridiculing ex-pats. Dario Poli was at the time on vacation in Sweden where he was horrified when he saw what CNN was broadcasting, and immediately decided to take steps.

His fight against this negative publicity began before he even returned to Spain and he began to write the melody of a song which he named "Mabella Marbella". The melody was completed on Spain and the lyrics were later added with singer Alan Ward. The song was then registered with SGAE in Malaga. Alan Ward was called in to sing the song and it was produced by arranger David Mairs in his Fuengirola studio. Since that CNN program what began as Darios one man fight for Marbella has intensified and the song is now played on most major radio stations such as Onda Cero FM, REM,s Mary Harboe show, Radio Mijas, Global FM, Central FM to name just a few, as well as on television.

Marbella Marbella was also used as a promotional song for BLADERUN Marbella to Ibiza September 2007. A well known Italian journalist is preparing an article about Darios fight to clean up Marbella's image which will be published in both Spain and Italy. Since he began the campaign, Dario has also been joined by many willing volunteers in the fight to restore Marbellas prestige. The song was presented by Laura Stainbridge, organiser of BCCS and CIT Symposium held in November which was attended by the Mayoress of Marbella, Angeles Munoz, the councillor for Tourism of Marbella, Jose Luis Hernandez, publicist Max Clifford, REM,s leading radio presenter Maurice Bolan and other heads of the business community.

Darios recent appearance on local TV channel Localia gave rise to the idea of holding an X Factor type competition where Spanish singers will sing the Spanish version of the song in front of a jury composed of prominent figures involved in politics, business and other local areas. It should be destined to become one of those unforgettable songs that everyone loves to learn on their holidays. The song was played at the FITUR International Tourism Fair in Madrid recently and Dario, David and all have been involved hope it will become more famous. The Mayoress of Marbella , Angeles Muñoz, was extremely impressed with the song and has given all those involved her full support, as have many local businesses. The fight for Marbella continues, we wish Dario and his comrades every success.