

For more information, contact:

SEPTEMBER 2, 2004

Evan Urbania, Executive Director
The Memoria Project, Inc.
www.memoriaproject.com
T: 866-657-8663
evan.urbania@memoriaproject.com

THE MEMORIA PROJECT PROVIDES BUSINESS UPDATE

- Project Honored In Tuscany, Italy -

- 9/11 Anniversary Gathering To Be Held In Highlands, NJ -

- Fundraiser To Be Held At The New York Stock Exchange -

Red Bank, NJ – September 2, 2004 – The Memoria Project today provided an update on the status of the memorial creation and upcoming events.

The Memoria Project is a non-profit organization formed in 2002 to create a memorial for the victims of the terrorist attacks on September 11, 2001. The memorial consists of two, 13-foot sculptures carved in marble on Sandy Hook in the summer of 2002, and five granite boulders on which the names of all 2,749 victims will be engraved (a diagram is available for viewing at www.memoriaproject.com). Although the centerpiece sculptures are complete, more work remains in order to complete the memorial. The granite blocks have been cut and polished in Vermont, and officials of The Memoria Project are finalizing its list of names in coordination with the New York City Mayor's Office. The engraving of the victims' names is expected to begin this autumn after additional funding is secured.

On August 29, 2004, Memoria Project artist Stephen Shaheen and Executive Director Evan Urbania participated in a day-long exhibit and presentation in the town of Rapolano Terme, in the district of Siena, Italy. The event was part of the town's yearly cultural celebration. At the ceremony, Marcello Sennati and Ampelio Rinaldi, two Italian stone artisans who assisted Shaheen in sculpting the memorial were honored for their participation.

"We were honored to be recognized in the community of Rapolano Terme. Marcello and Ampelio's hard work and dedication to our Project helped make our memorial a reality. The Memoria Project joins the Italian community in saluting them for their generous contributions," said Evan Urbania, The Memoria Project's Executive Director. The presentation in Rapolano Terme included a slide show and talk by Stephen Shaheen, as well as emotional commentaries by both Italian stone carvers.

"In Italy we didn't see a fraction of what the American people felt after the attacks," said Marcello Sennati, holding back tears. "We were there, and spoke with many people. We could see that this project was of enormous significance to the community."

"I have been carving stone for over forty years," added Ampelio Rinaldi. "This was by far the most gratifying work I have done in my life. We have to thank Steve for inviting us to come and participate."

CONTINUED ON PAGE TWO

The Memoria Project will hold a candlelight vigil at the site of the Project's centerpiece statues at Veteran's Memorial Park in Highlands, NJ. The event will take place on Saturday, September 11th, 2004 from 5:00 P.M. until 8:00 P.M. The Memoria Project has held gatherings at the memorial site for the past two years in honor of all the victims of the September 11th terrorist attacks. This year, the Project intends for the vigil to be light, simple and informal in an effort to help the community heal, grow and move on.

The Project continues to seek the assistance of individuals and corporations to complete the memorial by engraving five large granite blocks with the names of all 9/11 victims. To further this effort, the Project has secured the New York Stock Exchange for a fundraising cocktail event to be held in November. The event, sponsored by The New York Stock Exchange and PNC Bank, intends to raise awareness among Wall Street and financial services employees and New York/North New Jersey residents affected by 9/11. More details and the names of special guests will be released in the near future. Tickets to the event can be obtained by contacting the Project at 866-NJ-STONE.

About The Memoria Project

During the summer of 2002, The Memoria Project was formed by local residents in order to respond to the events of 9/11 and bring together a torn community in an effort to help heal. Through the help of many generous individuals and corporations, The Memoria Project carved two 20-ton marble statues on Sandy Hook, Gateway National Recreation Area. The statues were carved outdoors, where visitors and surviving family members could watch and participate. In addition, The Project ran over 35 educational programs surrounding the creation of these statues including courses in sculpture and art history, as well as special programs for those who lost loved ones on 9/11.

The Project continues to seek assistance from the area's corporations and individuals to complete the project and engrave the names of all 9/11 victims. Tax-deductible contributions can be sent to P.O. Box 787, Red Bank, NJ 07701. Please contact the project for a press pass to the upcoming fundraiser. Visit www.memoriaproject.com for more information.

###