



UNIVERSITY OF CENTRAL FLORIDA

Rosen College of Hospitality Management

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FOR IMMEDIATE RELEASE

**Historic Italian destination property makes significant investment in
UCF Rosen College of Hospitality Management**

The Cafaggiolo Terre Dei Medici makes a gift of \$100,000 to support publications

Orlando, FL (January 5, 2021) –The Cafaggiolo Terre Dei Medici, a project of the Marzocco Investment & Development Company, has made a charitable contribution of \$100,000 to UCF Rosen College of Hospitality Management, to support publication and dissemination of hospitality and tourism research to industry leaders, primarily through the *Rosen Research Review* magazine.

The *Rosen Research Review* takes some of the best research in the world –produced by UCF Rosen College faculty members –and presents it in a publication targeted to industry leaders, community members, and hospitality and tourism partners. The publication is enjoyable to read, with great photos, while delivering news that can be used to help hospitality businesses succeed. The third issue of the magazine was published in December 2020. To read the *Rosen Research Review*, visit: <https://cdn.researchfeatures.com/RosenResearchReview/RRR03/index.html>

The Cafaggiolo Terre Dei Medici project in the Tuscany towns of Barberino di Mugello and Scarperia e San Piero (Florence), is a restoration of the Medici family’s historic Cafaggiolo Castle, since 2013 a UNESCO World Heritage Site. The castle and surrounding area of about 1,700 acres is being restored and developed into a cultural, historic, educational, sports and tourist destination, based on the belief that the past should be put to contemporary society’s use in a respectful and meaningful way. Central to the project is the opportunity to create and understand ideas and business, and to instill curiosity to discover new things and services required to bolster positive change.

“These values stem from our family business experience and tradition in sports, entertainment, hospitality, heritage, and education,” stated Alfredo Lowenstein, owner and founder of Marzocco Investment & Development with his wife, Diana Lowenstein. “Our engagement with the history of the Medici, Florence, and the Enlightenment principle pushes us to dare to understand, create, discover, build, and rebuild the richness of mankind. Our gift to UCF Rosen College aligns perfectly with our family’s commitment to support talented and deserving students to reach their full potential in life, and to support innovative research to improve and enrich society.”

For more info about the Cafaggiolo Terre Dei Medici, a project of the Marzocco Investment & Development Company, visit: www.marzocco-group.com

About the UCF Rosen College of Hospitality Management

UCF Rosen College of Hospitality Management located in Orlando, Florida, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Named the nation's best, and the second best in the world, the hospitality college is uniquely positioned to educate the next generation of global hospitality, tourism, events, entertainment and senior living management leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit hospitality.ucf.edu.