



## THE POPE VISITS TURIN FOR THE OSTENSION OF THE HOLY SHROUD

*The historical company **Aurora penne**  
will present the pontiff with an exclusive model*

*Turin, 30 April 2010* - Pope Benedict XVI will visit Turin for the first Ostension of the Holy Shroud in the third millennium. On the morning of Sunday, May 2, the Pontiff will celebrate Mass in Piazza San Carlo, and in the afternoon, after an audience with the young people of the Diocese, he will go to the Cathedral for the veneration of the Shroud.

Two million people are expected for this event, to which the historical Turin company **Aurora penne** was invited to participate in its capacity as representative of the craftsmanship and quality of *Made in Italy* excellence, **on behalf of the entire city of Turin. Aurora** has created a **unique model** for the Pontiff and it will be presented to him for and on behalf of the entire city of Turin. A unique model, with pen cap in sterling silver 925‰, white resin body, gilt finish and 18-carat solid gold nib.

Furthermore, the pen was personalised with the engraving of the papal coat of arms on the top and the inscription: **"Dono della Città di Torino"** (Gift of the City of Turin) engraved on the cap.

"It is the second visit ever by a pontiff to our city" - comments **Cesare Verona**, General Manager of **Aurora Penne** – "such an extraordinary event in which we are honoured to have been asked to participate, bringing our contribution as representatives of Turin and Italian craftsmanship of international prestige".

**Aurora penne** responded proudly to the call on behalf of the City of Turin, bringing technique and dedication to an event of historical importance in the panorama of institutional relationships between the State and the Vatican, the Church and the City of Turin.

**Aurora Penne**, world leader in the production and marketing of writing instruments, fine leather goods, watches and paper. Since 1919, its products are unique, created with a perfect balance between **craftsmanship and technology**, typical manufacturing processes of the goldsmith's tradition and computerised production phases. With a single manufacturing plant in Turin and under the direction of the Verona family, involved in the world of writing for four generations, the Aurora brand is synonymous with **Made in Italy excellence** in the luxury sector, distributed in over 50 countries throughout the world. [www.aurorapen.it](http://www.aurorapen.it)

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