



Aurora Penne joins the fight against tumours

The Turin company will participate in fundraising in aid of the Associazione Nazionale Tumori

Ferrara, 15 May. **Aurora Penne** will actively contribute to fundraising in aid of the **ANT, Associazione Nazionale Tumori**, the **Onlus (Italian Social Organisation)**, which has been committed to the battle against tumours for over thirty years, with the donation of one of its models of excellence.

The charity Auction, with the author Roberto Pazzi as very special auctioneer, is sponsored by the Comune of Ferrara with the participation of all the higher institutional echelons of the city; is presented as the first Ferrara event following in the footsteps of the successful initiatives organised in the cities of Bologna and Modena, with the objective of raising funds to contribute to the fight against cancer.

More than 30 shops in the historic centre will offer various types of products free of charge (clothes, jewellery, crafts, etc.) which will be auctioned at half the selling price.

For the occasion **Aurora** donated "**Demonstrator**", the limited edition fountain pen with just 1936 copies with pen cap and body in transparent resin and details in red auroloide, chrome finish and 18-carat solid gold nib.

Aurora Penne, embracing fully the "Credo" of the *Eubiosia* Associazione Nazionale Tumori, invites everyone to actively participate in the fundraising on **Saturday 15 May**, in the **Sala del Borgonuovo**, in **Via Cairoli 32, Ferrara**, from **17.00**.

The Aurora Group is:

Aurora Penne, world leader in the production and marketing of writing instruments, fine leather goods and paper. Since 1919, its products, pens, leather accessories and watches, 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 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

Firma is a company of the Aurora group, acquired by the historical Turin brand in 2006. Also synonymous with quality and Made in Italy, it is structured across a range of products differentiated into the brands Firma and Nettuno. The first one is noted for a **strong link with the world of design** and careful research activity aimed at creating ever original shapes and lines such as Qube. On the other hand, the second one shares the **historic nature of the brand** with Aurora and presents the Tridente collection with a classic and traditional taste dedicated to lovers of the sea.

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