



Fondazione Veronesi: Aurora promotes scientific research

*The Turin company will participate at the Gala evening to raise funds
in aid of progress and research*

Rome, June 23. **Aurora Pens** will actively contribute to fundraising in aid of the **Fondazione Veronesi**, which for the past seven years has volunteered to **make scientific culture known** on all levels with the intention of creating a collective conscience in relation to the problems and choices associated with the research itself.

The evening will open with an exclusive visit to the **Pinacoteca** in the reception halls of the **Galleria Colonna**. Aperitifs in the **Giardino Monumentale** will follow, with Dinner afterwards in the **sale del Cardinale** during which the Fondazione will be introduced, together with past and future initiatives. During the course of the evening a **lottery** will decide the winners of the 14 prizes to be won.

Aurora has donated "**Demonstrator**" for the occasion, the limited edition fountain pen with only 1936 pieces with cap and body in transparent resin, chrome finishes and 18 Kt. solid gold nib.

Aurora Pens, while perpetuating social commitment, supporting the projects under way and creating new opportunities for young researchers, invites "friends" of Fondazione Veronesi to participate to the Gala evening on **Wednesday June 23** in **Palazzo Colonna, Piazza dei Santi Apostoli 66**, in Rome at **8.00 p.m.**

The Aurora Group is:

Aurora Pens, leader in the production and distribution 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 of **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 of 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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