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## AURORA PAYS HOMAGE TO THE EUROPEAN UNION AND TO ITS MINISTERS WITH “EUROPA”.

**On the 50<sup>th</sup> Anniversary of the “Treaty of Rome”, Aurora celebrates Europe with a Limited and Numbered Production of a pens.**

Rome, Tuesday, May 8<sup>th</sup> 2007. In honor of the 50<sup>th</sup> anniversary of the European Union, on Monday May 7<sup>th</sup> at 9.00 pm, at the **Basilica Papale di San Paolo Fuori le Mura** in Rome, the **Symphonica Toscanini** and the **Coro del Maggio Musicale Fiorentino**, conducted by **Lorin Maazel**, showed themselves in a concert for the most important Italian and European ministers.

Among the numerous Authorities, The Prime Minister Romano Prodi, the minister Linda Lanzilotta, the ex-minister of Senate, Mr Carlo Sconamiglio, the Countess Emanuela Castebarco, Arturo Toscanini's nephew. The famous orchestra conductor and the internationally known musicians have beautifully interpreted the **Ninth Symphony by Ludwig van Beethoven**, to celebrate Europe and the delegates of the different countries of the world, such as Belgium, Germany, Czech Republic and Slovakian Republic, Finland, Poland, The Principality of Monaco, Canada, Peru, Chile and Korea.

With the support of the **Ministers Council Presidency**, this initiative, which had a **great success among the audience and the music lovers**, represents one of the most important celebrations for the 50<sup>th</sup> anniversary of the European Union.

During the night, the **Aurora general manager, Mr Cesare Verona**, presented the Authorities with **Europa, the Limited and Numbered Production**, created in Turin by the historical manufacture with the purpose to celebrate this important anniversary.

The **Europa Pens** given to the important members of the European countries is meant to be a **symbol and memory of this historical event of our continent**.

A special attention and admiration was showed by the attending ministers towards the precious engravings which represent meaningful moments in the European History.

Among these engravings, the most important are: **the shape of Europe on the clip** and **the historical events reproduced on the ring**, such as the six stars, which are the representation of the first countries that signed the Treaty of Rome.

Europe collection will be manufactured in 7500 pieces of Fountain pens and Ball Pens, 5500 rollers and 999 sketch pens.

*“The idea to create this collection, taking inspiration from the birth of the EU, reflects the values which have always driven the Aurora company philosophy – **declares the general manager Cesare Verona** - . The appreciation and the recognition received last night can only make me feel very proud and they confirm the success that Aurora has been receiving for the last 85 years in Europe and in the rest of the world, by promoting the creativity, the craftsmanship and the made in Italy”.*

The participation of Aurora at the 7<sup>th</sup> May evening confirms the engagement that the Historical Company of Turin has always expressed for the main nation and international events.

As a matter of fact, the Turin Manufacture played a main role during two important appointments:

Yesterday in Turin, together with the Major of the City, Sergio Chiamparino, **the Aurora pens have signed the birth of the Turin Committee 2011**, which will organize all the celebrations in occasion of the 150 year anniversary of the Italian Union.

Today, in Turin again, **the exhibition in honor of Cesare Pavese** was celebrated that Aurora and the local corporations decided to promote to remember this great Italian writer.