



## **Aurora: key player with the “Ambassadors for Turin”**

**Cesare Verona**, CEO of Turin-based **Aurora**, the leading manufacturer of **luxury pens** and author of the most important pages in the history of writing over the last eighty-five years, has been chosen to take part in the “**Ambassadors for Turin**” project. His commitment to quality, beauty and culture make him an excellent representative of **Italian** quality in the world.

The project, a joint venture promoted by the local authorities and institutions, involves some **eighty** internationally acclaimed **representatives from the world of business, culture, finance and fashion, self-employed professionals, academics and researchers** who have achieved important results in the various sectors.

As host city of the **Olympic Winter Games, Turin** has been working hard in recent months to present itself to the world as a city of art, culture, tourism and sport, promoting and enhancing the excellence of its local products.

“It is a great honour for me to take part in this prestigious showcase for Turin and to be an **ambassador for the city**. By telling people about the history of my company, my job and the quality that underpins the *made in Turin* label, I am helping to enhance the region’s artistic heritage. During the Games I - like the other Ambassadors - will dedicate some of my time to promoting the image of Turin and **presenting it** to our international guests in **the best possible way**”. These are the words of **Cesare Verona**, who adds: “My job will not finish when the Olympic Games are over. In the coming months I will continue to represent Turin, during the ‘Torino Capitale del Libro’ (Turin Book Capital) event, and on other occasions in the future”.

Aurora writes yet another important page in the book of Italian quality.



**Aurora**, is a leading company in the production and sale of quality writing instruments and fine leather goods. Founded in Turin in 1919, Aurora has become part of the history of writing instruments, thanks to its ability to combine leading edge design and the best Italian craftsmanship. A rich cultural legacy and a long tradition of success have made Aurora's writing instruments and leather goods true masterpieces of Italian craftwork, recognised and esteemed the world over.