



Aurora: The Turin firm makes friends with Aurora the first baby girl born in Italy in 2004

The new year got off to a very special start for little Aurora Cirulli, the first baby girl to be born in Italy this year, in the form of a new friendship with **Aurora**, the first Italian fountain pen manufacturer.

Aurora Cirulli was born in **Turin** at 00:00 on 1st January 2004. She is the daughter of Paola Musa, who owns a beauty parlour, and Pasqualino Cirulli, a labourer, both aged 39. Aurora also has a 13-year-old brother, Massimo.

Back in 1919 **Aurora**, the long-established company that manufactures and sells quality writing instruments, and which also launched its prestigious line of leather accessories last year, was also born in the Piedmontese capital. The First World War had just ended and the founders wanted their firm to have a name with a deeply symbolical meaning. They chose Aurora to represent the beginning of a new era, as the guardian of **hope** and of the **desire to make a new start**, feelings that were strong in all Italians at that time.

For this reason the company, which has already backed numerous cultural and social initiatives, decided to give Aurora, the first baby girl born in 2004 and who shares the same name full of hope, a concrete demonstration of its commitment to supporting human and civil rights.

It will provide all the material for her first year at school: pens, pencils, exercise-books and books. A tangible gesture to express the company's confidence that the new generations will produce new masters of Italian culture to follow in the footsteps of people like **Dante Alighieri, Carlo Goldoni** and **Leonardo da Vinci**, some of the illustrious Italian masters to whom Aurora has dedicated some limited editions of its prestigious pens.



Cesare Verona, CEO of Aurora, supports the right of families to choose the type of education they consider most appropriate: “The only way of enhancing a person’s qualities is to provide a sound **education**, not merely by teaching the technical and specialistic aspects, but also and above all by developing and sharing a profound **humanistic culture**. The seeds of that **culture** must be sown in childhood and it is therefore essential that, right from the start, schools open children’s minds to all disciplines and implant in the adults of tomorrow that thirst for knowledge that is fundamental to selffulfilment”.

Just like Aurora, the first baby girl to be born in 2004, a year when we all hope that things will get better, the Aurora company hopes to be able to represent a new dawn for Italian industry and craftsmanship, of which it is the ambassador in the world with its precious writing instruments.

Aurora, a leading company in the production and sale of quality writing instruments and fine leather goods, has extended its range to include a new line of paper products. This collection further enhances Aurora’s broad product range, true masterpieces of Italian craftwork, recognised and esteemed the world over, born of a rich cultural heritage and a long tradition of succes.