



PRAMAOR FOR BENEFIT INITIATIVES

THE VENETO-BASED COMPANY FLANKS THE ITALIAN MULTIPLE SCLEROSIS ASSOCIATION TO ASSIST THOSE SUFFERING FROM THE DISEASE AND THEIR FAMILIES

From eyewear to charity: Pramaor will be among the leading sponsors of the evening organised by AISM Verona (the Italian Multiple Sclerosis Association) to promote fundraising for psychological support for those suffering from this disease and their families.

This event is set to take place today at 8pm in the setting of the "La Loggia Rambaldi" Restaurant in Bardolino (Verona), with the support of the Municipal Administration; the Association, together with leading Veneto businesses, will give rise to a gala evening of charity initiatives during which the participants will enjoy exquisite gourmet specialties, sample

an exclusive selection of fine "Guerrieri Rizzardi" wines, and win prizes in a drawing to be held at the end of the evening. All prizes were generously contributed by sponsors.

With the Blackfin and Bioeyes models, Pramaor intended to contribute directly to the success of the evening, demonstrating how an enjoyable moment can also be a wonderful opportunity to support important social causes.

"Pramaor has always paid particular attention to social issues," declares Nicola del Din, President of Pramaor, "We decided to participate in this important evening to further emphasise how all of us must be committed not only to business, but also to the possibility of contributing our time and talent to improving the quality of life of those who are truly in need."

The evening event is part of the programme of activities regularly promoted throughout Italy by AISM (the Italian Multiple Sclerosis Associations) to raise funds destined to those who must deal with this pathology but often are not supported adequately by the national social-health services.