



Ayrton Senna

Ayrton Senna Anniversary

**ROME PAYS TRIBUTE TO
THE BRAZILIAN CHAMPION**

Ayrton Senna Anniversary

18 – 20th September 2009

Brazilian Embassy in Rome - piazza Navona 14

www.AyrtonSennaAnniversary.com – info@AyrtonSennaAnniversary.com



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“We should give everyone a chance”

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Ayrton Senna Anniversary Presentation



Ayrton Senna Anniversary: Rome pays tribute to the Brazilian champion in September

In 2009 it is the 15th anniversary that Ayrton Senna, three-times Formula 1 World Champion, passed away. Senna was able to realize his dreams inside the circuits, and outside he was continued to dream wished Brazil to become a nation with less inequality, with opportunities for all Brazilians.

The Ayrton Senna Institute, which works largely in Brazil to guarantee proper education to less privileged children and youngsters, is Ayrton's dream come true.

The Institute is a NGO, **entirely financed with the royalties of "Senna" brands and licences**, and supported by many socially responsible companies that collaborate with the Institute.

In 2009 it is also the 15th anniversary of the Ayrton Senna Institute. In Ayrton Senna's memory, and also to celebrate the activities of the Senna Institute, a tribute event has been organized in the halls of the Brazilian Embassy in Rome in September, where three of his Formula cars – Formula 1, Formula 3, Formula Ford – will be displayed, as well as his helmets, his racing gear, and several collectibles that bear

Senna's trademark made by some of the most important companies in the world. Also, a photographic exhibition by Keith Sutton, founder of one of the most important photographic agencies in Formula 1 and close friend of the Brazilian legend, that will go through Ayrton's racing career, will be one of the highlights of the event.

The tribute event will be open not only to the fans of Ayrton and motorsport, but also to anyone who has the curiosity of discovering Ayrton Senna Institute activities in favour of poor children. In particular, educational activities realised in collaboration with governmental and non-governmental organizations, public and private institutions, and big international firms.

In the past 15 years, the Ayrton Senna Institute has donated more than 70 million euro, improving the life of more than 11,640,930 Brazilian children and youngsters, and taking care of the academic education of 553,512 teachers in 1,372 cities, 26 states and Federal Districts across Brazil. (database April 2009)

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Ayrton Senna Institute



Ayrton Senna Institute extraordinary achievements

Despite Senna's legendary yellow-green-blue helmet no longer shines at the chequered flag, his meaningful words continue to echo in our lives. And those very same words have been given a purpose in the incessant work of the institute that bear Ayrton's name, the Ayrton Senna Institute, headed by the Brazilian legend's sister **Viviane Senna**.



The love of Senna's many fans for his legendary adventures overwhelmingly turned into profound admiration for the foundation of Senna Institute few months after that sad day of May '94, whose aim was to turn "Senna" brands promotional activity revenue into charity. Those very same brands, today give millions of Brazilian children and youngsters a **chance in**

life. A chance to get away from the terrible conditions of the 'favelas' and pursue their dream, learning to believe in themselves, and reaching their full potential to make their dream come true.

Left behind Formula 1, today the **name Senna no longer means fighting on track, as much as fighting in life**, yet still fighting to win, thanks to the numerous projects developed by the the Ayrton Senna Institute.

Since its inception, the aim of the Ayrton Senna Institute has been to **work for the development of the full individual potential** of Brazilian children and youngsters, collaborating with governments at local, State, and Federal level, and with public and private organizations and civil society unions.

The Ayrton Senna Institute is a non-profit organization, whose activities are backed by the financial support of Ayrton Senna Foundation, which promotes and manages the royalties of "Ayrton Senna", "Senna", "Senninha" e "Senninha Baby" brands and licences.

Following Ayrton's tragic death, the Senna Family decided to **devolve 100% of the revenues** coming from these brands and licences to the **creation of the Ayrton Senna Institute, to help the Brazilian children** and youngsters living in the favelas and in the highest poor Brazilian places.

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Instituto Ayrton Senna

Founded in November 1994 and headed by Ayrton's sister Viviane Senna, the Ayrton Senna Institute is a non-profit organization.



It actively started in March 1995 promoting the first "Education through Sport" programme, and the first programme aimed at increasing the level of "Nutrition and Health". The Ayrton Senna Institute has so far (April 2009) helped to improving the lives of over

11.640.930 Brazilian children and youngsters.

Thanks to the incessant activity of the Senna Institute, this extraordinary figure keeps on growing.

UNESCO recognition

In 2003, after nine years of activity, Unesco (United Nations Organisation for Education, Science and Culture) awarded the Ayrton Senna Institute the "**Chair for Education and Human**

Development". The Senna Institute is the first NGO ever to receive this recognition, and therefore it has become a worldwide reference in knowledge and practices in the education area over the last 15 years.

Ayrton Senna Institute in Italy

The Senna Institute has been operating for a long time also in Italy, thanks to the work of Claudio Giovannone, patron for Europe, and his assistant Daniele Leone.

A variety of promotional events have been visited in order to give visibility to the Institute aims, like the "**Automobile Show of Turin**" in 2000, "**Moto e Miti**" held in Pesaro, the outstanding exhibition at "**Rocca Sforzesca in Imola**" in 2004, held in concomitance with the 10th anniversary of Ayrton's death. As well as the football match between "**National Drivers Team**" and "**Brazil's National team of the 1994 World Championship**", several golf and skiing

tournaments organized thanks to **the close collaboration with BIM Bank**, and recent commercial agreements with Tony Kart for the production of Senna kart (limited edition that has been already sold out), and Diadora for the production of three lines of sportswear (shirts, sweaters, jumpers, shoes), recalling the colours of Senna's cars: black line Lotus John Player Special, yellow line Lotus-Camel, and red line McLaren Marlboro.

Moreover, the Senna Institute has been present in the academic field, at **university seminars** and sports initiatives.



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Programme



Press Conference

Friday 18th September 2009, at 18.30

To the conference, the following personalities will give a speech:

Bruno Senna
Driver



Manuela Arcuri
Ayrton Senna Anniversary Patroness



Viviane Senna
Ayrton Senna Institute President

Claudio Giovannone
Ayrton Senna Institute European Patron

S.E. José Viegas Filho
Ambassador of Brazil in Rome

Luca Caon
Ayrton Senna Anniversary

Daniele Leone
Ayrton Senna Anniversary



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Programme



Event opening

Friday 18th September 2009, from 20.00 to 22.00

Saturday 19th September and Sunday 20th September, from 10.00 to 22.00

Contacts

Claudio Giovannone, Ayrton Senna Institute European Patron – ph. (+39) 335 7710495

Daniele Leone, Ayrton Senna Anniversary – ph. (+39) 347 0898204

www.AyrtonSennaAnniversary.com

info@AyrtonSennaAnniversary.com



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Asta di beneficenza



eBay Auction

From monday 21st september 2009

On the occasion of the Ayrton Senna Anniversary event, the following products will be put up for action on eBay website. All profits will be donated to the Ayrton Senna Institute to finance its activities. All donations must be made to the Italian bank account at the

Banca Intermobiliare using the following banking details:
c/c Ayrton Senna Foundation - IBAN numero : IT13K0304301000000078200803 - presso Banca Intermobiliare - Direzione Generale - Via Gramsci, 7 - 10121 Torino

n.1 sculpture by Marcello Giovannone 1999
n.1 "Ayrton Senna Anniversary" helmet by SID Mosca signed on the visor by Viviane Senna
n.10 "SID Mosca Replica" melme signed by Viviane Senna
n.1 "Piras" book signed by Franco Piras
n.1 "Nacional" cap signed by Viviane Senna
n.1 "Bruno Senna Fans Club Italia" cap signed by Bruno Senna
n.1 bike unique piece for Ayrton Senna Foundation
n.1 lithography by Cremonini signed by Viviane Senna
n.1 photo book by Keith Sutton signed by Keith Sutton
n.1 "Replica" melme signed by Manuela Arcuri
n.5 posters 50x70 tepephone cards signed by Viviane Senna
n.5 posters collage 40 x 70 signed by Viviane Senna

