

# PRESS RELEASE

## **The Marisa Bellisario Foundation assigns the "Golden Apples" of the XXIX A prize-giving award in memory of the most famous top manager in Italy**

### **Assign the Golden Apples 2017**

After almost a year of hard work and hundreds of screened candidatures, the Commission of Examiners presided over by Antonio Catricalà and Lella Golfo awarded the Golden Apples of the XXIX Edition of the Marisa Bellisario Award, "Women at High Altitude". The prizes will be received for a private meeting on 16 June by Senate President Pietro Grasso, while the awards ceremony will be held from 3:30 pm at the Rai De Paolis Studios and will air on Raidue on June 21st.

### **The prizes**

The Golden Apple goes to Camilla Borghese for the Entrepreneurship, President and CEO of the Istituto Biochimico Italiano Giovanni Lorenzini ; For Management at Luisa Delgado, Managing Director Safilo Group; For the Institutions, to the Prefect of Rome Paola Basilone; For Information to Director of Tg2 Ida Colucci; For the Performance at Maria De Filippi. Special Awards to Internationally Familiar Scientist Patrizia Paterlini Bréchet for Commitment to Cancer and CEO of the Citroën Linda Jackson brand, among the most influential women in the automotive world while the Artistic Director at Patrizia Famiglietti, Art Director of Ceramica By Vietri Francesco De Maio, recognizes the value of the bell-ceramic tradition. The International Prize was awarded to the first Italian candidate to lead the WHO Flavia Bustreo, Deputy Director General for the Family and Health of Women and Children of the World Health Organization. The Golden Sprout that each year rewards innovation to women goes to Mary Franzese, co-founder of Neuron Guard, a startup that is developing a life-saving medical device for treating brain damage.

### **The Women Value Company Award**

The novelty of this XXIX Edition is the two prizes reserved to companies that are distinct in the field of gender equality, as well as policies and strategies for the development and promotion of female careers as well as innovative and effective corporate welfare actions. Intesa Sanpaolo's Women Value Company Award was conceived for small and medium-sized businesses, conceived and realized in collaboration with the bank. There were 600 candidate companies, 111 prizes with a plate during a Roadshow that turned Italy to show that valorising female talent and gender equality is a strategic lever of corporate competitiveness. To win the golden apple of this first edition of the Women's Value Company Award are Vetrya, Orvieto's leading digital services development, broadband applications and solutions, and Pegaso, a Veronese company led by two women producing naturally occurring supplements for the psycho-physical wellness.

### **The Women Friendly Women's Award**

Through listed companies, however, winning the Women Friendly Women's Prize are Enel and Poste, the public giants with two leading women presidents.

### **The newbie**

Electrical Engineering, Electronics, Power and Hydraulics are the study courses identified by the Marisa Bellisario Award Examination Commission to assist the award of the Golden Apple 2017 to four brilliant graduates with the highest marks. Over 40 Italian Universities Involved and 4 Large Companies - Leonardo Company, Enel, Terna and Acea - engaged in a rigorous selection process that ultimately led to the proclamation of Giorgia Guma, Roberta della Peruta, Monica Crosa of Vergagni and Iolanda Borzi.

### **Lella Golfo: "Another Great Stage of Our Commitment"**

"Another great step - says Lella Golfo, president and soul of the Marisa Bellisario Foundation - confirming our commitment. We award managers, entrepreneurs, professionals, and researchers who, with their work, are an example of a Italy that produces and innovates. And we recognize the achievement of important primates that mark a further step in the road of equal opportunities. Equally proud of the great project with Intesa Sanpaolo, which has given voice to the myriad of SMEs, often in anonymity, carrying on with great sacrifices and incredibly far-sighted their winning idea of a level of competitiveness that compete with each other. "

### **The Honorary Committee**

Like every year, the Marisa Bellisario Prize makes use of the Presidency of the Republic and of the patronage of the most important Ministries. In addition to the Examination Commission, the Prize is based on a more prestigious Honorary Committee composed of Lella Golfo, Giulio Alleva, Giulio Anselmi, Elisabetta Belloni, Marina Berlusconi, Vincenzo Boccia, Antonio Catricalà, Matteo Del Fante, Maria Bianca Farina, Carla Fendi, Luciano Fontana, Gabriele Galateri of Genola, Gioia Ghezzi, Patrizia Grieco, Raffaele Jerusalemi, Gianni Letta, Cristina Mass, Carlo Messina, Gina Nieri, Marco Sala, Marco Tronchetti Provera, Ignazio Visco.

### **The TV broadcast on Raidue**

To deliver the wondrous Golden Apples, government personalities, institutions, economics, communication and entertainment. The "Donne Alta Quota" television event will be aired on June 21 on Raidue, conducted by Massimiliano Ossini, assisted by young Melissa Marchetto with Noemi's music interviews.

### **The story of the Marisa Bellisario Prize**

The prestigious award, born in 1989 by Lella Golfo's will and inspired by the woman still remembered to be the first top manager of our country, recognizes every year the merit of women who have distinguished themselves in the profession, management, science, in the academic world, in the economy and in social at the national and international level. Among the illustrious prizes over the years, we recall Fabiola Gianotti, Director Cern; Margherita Hack, astrophysics; Samantha Cristoforetti, astronaut; Roberta Pinotti, Minister of Defense; Cristina Mass, Rector of the University of Milan-Bicocca, Eleonora Abbagnato First Ballroom Opéra in Paris; Elisabetta Belloni Secretary General of the Farnesina.

And still leading women such as Laura Biagiotti, Letizia Moratti, Lina Wertmuller, Diana Bracco, Fendi, Franca Valeri, Giulietta Masina, Francesca Schiavone, Beatrice Trussardi, Monica Maggioni, Susanna Camusso and her protagonists such as Ang San Su Kyi, Rania of Jordan, Tata Gandhi, Ségolène Royal. On commonly known and lesser-known names of these women are merit, determination, fair confidence in oneself and their abilities, the spirit of sacrifice, the trusting commitment to the Achieving a goal but also sharing and generosity with other women. All values that have always inspired and guided the Marisa Bellisario Foundation.