

HOME FURNISHINGS

Poltrona Frau races for post-earthquake renovations

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Poltrona Frau Chester sofa. Image credit: Poltrona Frau

By STAFF REPORTS

Italian furniture maker Poltrona Frau is giving back to its local community through sport.

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Toletino, where Poltrona Frau's factory is located, was hit by the seismic activity of the Italian earthquakes in 2016, leaving a number of its citizens without livable homes. Supported by the cities of Toletino and Meda, Poltrona Frau, along with its group brands Cappellini and Cassina, organized Run4Toletino to raise money for reconstruction through a pair of races.

Back on its feet

Among the Toletino citizens whose homes were damaged were Poltrona Frau employees. Some of these individuals had to relocate to temporary housing, sometimes moving far away from the city.

Beyond the impact to residential buildings, structures including the local hospital and schools were affected.

Run4Toletino focuses on raising money for the expansion of the school "Achille Grandi" to provide a safe space for more children to learn.

Runners or walkers who participate in the event will race on 5 kilometer circuit around the city. Those who are able can repeat the course in the non-competitive race.

The first run in Meda will take place on Sept. 17, with a Toletino race on Sept. 24.



Poltrona Frau's headquarters. Image credit: Poltrona Frau

While participants are asked to pay a 15 euro, or about \$18, for entry, they are also prompted to make an additional donation to the cause when they sign up for the race online.

Poltrona Frau Group previously raised funds to help individuals affected by a devastating earthquake that affected its home country.

The 6.2-magnitude earthquake on Aug. 24 killed at least 290 people, while others suffered injury or the loss of their homes as buildings crumbled. With its headquarters nearby to the site of the earthquake in central Italy, Poltrona Frau Group looked to help its neighbors with a corporate fundraising initiative ([see story](#)).

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