



# *Merry Christmas*

## **The story of Santa Claus and the Company**

"La Compagnia di Babbo Natale" is a non-profit organization that today has about 150 members who are committed to raising funds to subsidize the annual program, driven by the desire to help children in need as much as possible.

At Christmas, they all associated with a white beard and red dress, help to support the belief that Santa Claus exists when they move in groups to raise funds.

To solicit the raising of funds, this year the Compagnia has published the book "La storia di Babbo Natale" (The story of Santa Claus), a curious summary of the story that has distinguished over the centuries this figure that can be viewed, like the previous collectibles, on the website [www.compagniadibabbonatale.com](http://www.compagniadibabbonatale.com).

Prof Massimo Ruffilli (President of ACI Firenze) has enriched the publication with original color plates that illustrate the story of Santa Claus over the centuries. The story begins with the celebrations of ancient Persia, then those of ancient pagan Rome, where the winter festivals that were celebrated two or three centuries before the birth of Christ were known by the name of Saturnali or feasts of Saturn: they began December 19 and lasted until the next 25. Then the religious traditions of Christianity, the appearance of the figure of Father Christmas and / or St. Nicholas, helpers of the Child Jesus.

It is said about the legend of the gifts delivered through the chimneys, by St. Nicholas on December 6, a party expelled from the liturgical calendar but has continued to survive among popular customs. Born as Santa Claus, Père Noël, Father Christmas, Weihhnachtsmann, we follow his tracks in Germany, Russia and finally dressed in the colors we know in the cartoons designed for Coca Cola in 1931, when his features perfectly integrate the Christmas holidays both in the childhood of children both in the life of adults around the world.

The original nursery rhymes of Professor Renato Conti cheer up the text, which since the first volume of 2007 creates rhymes reminiscent of our childhood and festivity.

The Company directly supports young people and their families without passing through other subjects except exceptionally.

The sums that will be collected in the next few days will be destined to bring the children in chemo pause of the Meyer pediatric hospital in Florence to Gardaland: two days of pure joy far from the disease.

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President Roberto Giacinti

#### Donations

- with bank transfer a Banca Cambiano 1884 SPA

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- by pressing the PayPal button on the site

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