

The Hispania Nostra association recognizes the Toro de Osborne in its 2016 awards

El Puerto de Santa María, 19 May 2016. Hispania Nostra, through its president Ms Araceli Pereda Alonso, has announced the decision of the jury in awarding the 2016 Prize to the Toro de Osborne in the signposting of Cultural Heritage Award category. The jury has tried to *"appreciate the work of conservation, restoration and maintenance of these mythical figures and the economic effort made by the company for 60 years to maintain them, respecting the natural environment in which they are installed, always natural landscapes. More than 90 bull silhouettes are strategically located throughout Spain and are internationally recognized as one of the great identity icons of Spain in the world and in the history of advertising and signage"*.

Hispania Nostra is a non-profit organization, declared of public utility, whose aim is the defence, preservation and enhancement of Spanish cultural and natural heritage.

The president the Osborne Foundation, Thomas Osborne, said that "we are very pleased with the jury's decision because it recognizes the work done by the large number of Osborne professionals who have devoted their efforts in recent decades to the conservation of this internationally recognized Spanish design icon". He also stressed that "this award comes at a very positive moment, as the recent opening of the Toro Gallery in El Puerto de Santa María reinforces the commitment of the Osborne Foundation to the preservation,

enhancement and exhibition of heritage treasured for more than 200 years by the Osborne family.

About the Osborne Foundation

The Osborne Foundation's founding objectives include the training of young people, aimed at improving their employability, encouraging the culture of entrepreneurship and innovation, and the promotion and the diffusion of Osborne's historical heritage.

The Foundation thus has strong partnerships with public-private organisations in order to develop initiatives aimed at achieving its goals.

The Osborne Foundation thus becomes the vehicle through which all the corporate social responsibility initiatives of the Osborne Group will be channelled.

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